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SEPTEMBER 1981

Contract

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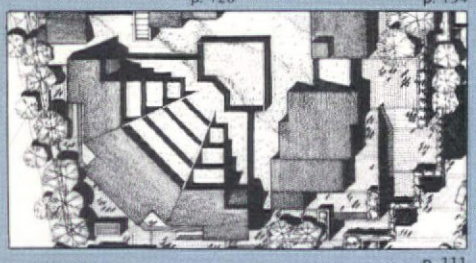
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THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

The Library
NEW YORK SCHOOL OF INTERIOR DESIGN
155 East 56th Street, New York City 10022

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Vol. 23 No. 9

October: Bank Design and the products specified for bank comfort and efficiency. Plus product reviews of new Specifier Fabrics, Desk Accessories and Mail Room Furniture and Furnishings. Preview of the International Hotel/Motel Show, The Coliseum, New York City, Nov. 8-11.

November: Office issue geared to tomorrow's technologies will have an emphasis on California design. Comprehensive product portfolio of Arts & Graphics will include photomurals and stained glass. This executive Buyer Edition will also have a special section devoted to IBD/CONTRACT Product Design Award Winners.

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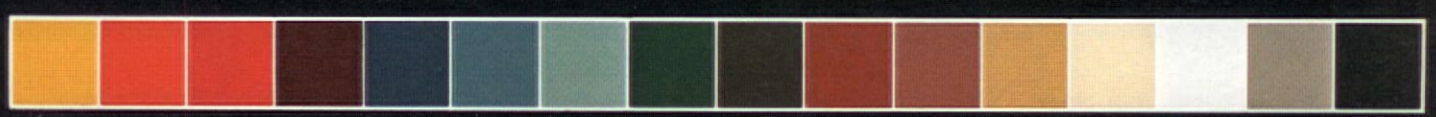
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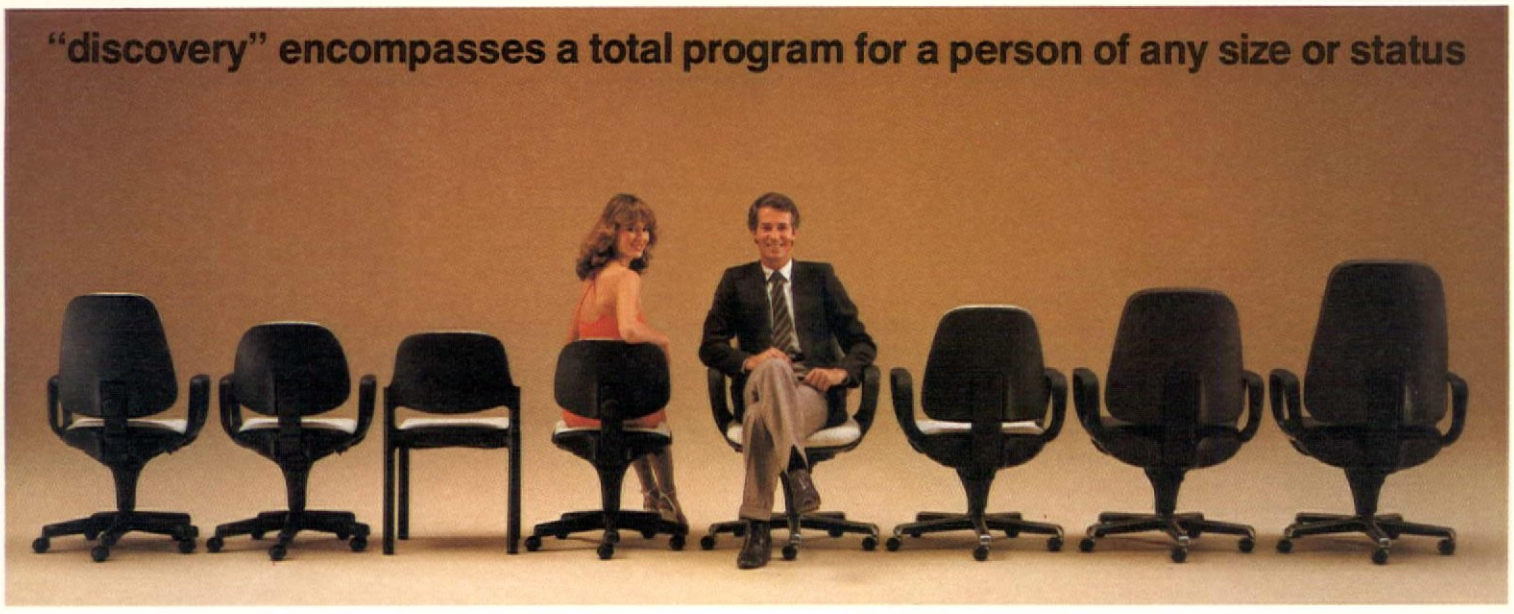
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- The first seating to adjust to any person in static-posture or dynamic-motion comfort
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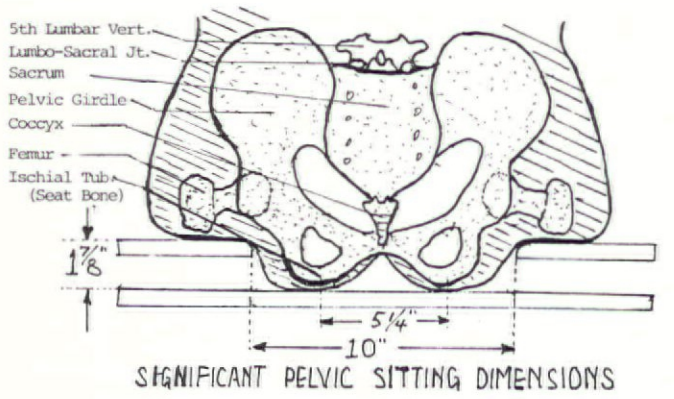
Ergonomic Design Challenged

Dear Editor: Although office chairs shown at Neocon 13 were billed, as usual, as reaching new heights of ergonomic perfection, many of the designs flew in the face of two crucial anatomical facts. Anatomical fact number one—the lumbar spine is self-supporting rearwardly and, orthopedically speaking, it should be encouraged to approach straightness. Chairs that induce or support the "correct lumbar curve" tend not to relieve (and sometimes to increase) low back pain.

Anatomical fact number two: human ischial tuberosities (seat bones) actually protrude below the compressed seated buttocks 1⅞—in. to 2 in. in the majority of adults. This means that one, two, and even three inches of foam padding cannot relieve seat bone pressure or prevent pain. A dished seat or soft webbing can help, but it takes springs or four inches of good foam to provide real comfort.

How long will we continue to oversupport our backs and deny comfort to our seat bones? Can it be that we cling to our present course because thin-line design is more attractive? Must an office chair look like an escape from an art gallery? I thought that form should follow function. It is time for a change. Perhaps, as I have previously proposed, designers should be required to sit in their own chairs for a day. And it should be de rigueur too that judges of seating design competitions sit in the entries rather than judging from photographs and sketches.

DANIEL KRAKAUER
President
Kay Springs, Inc.
Syosset, NY



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Thonet credit overlooked & Unicube corrects key specs

CONTRACT apologizes for not properly crediting Gebruder Thonet in its June 1981 issue. Projects from Germany in the International section all feature Thonet chairs.

In the 9th Annual Open Plan Specifiers Guide 1981-82 (July 1981 CONTRACT), under the category of "Free-Standing Space Dividers," (pg. 104) the following change should be noted. Unicube free-standing space dividers and all vertical tubing can be ordered in heights up to 96 in. or higher in custom applications.

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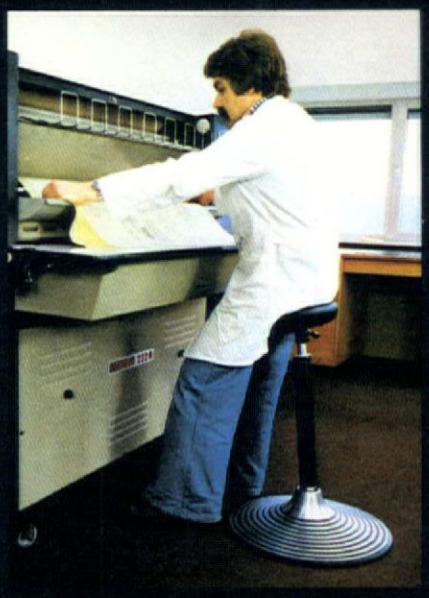
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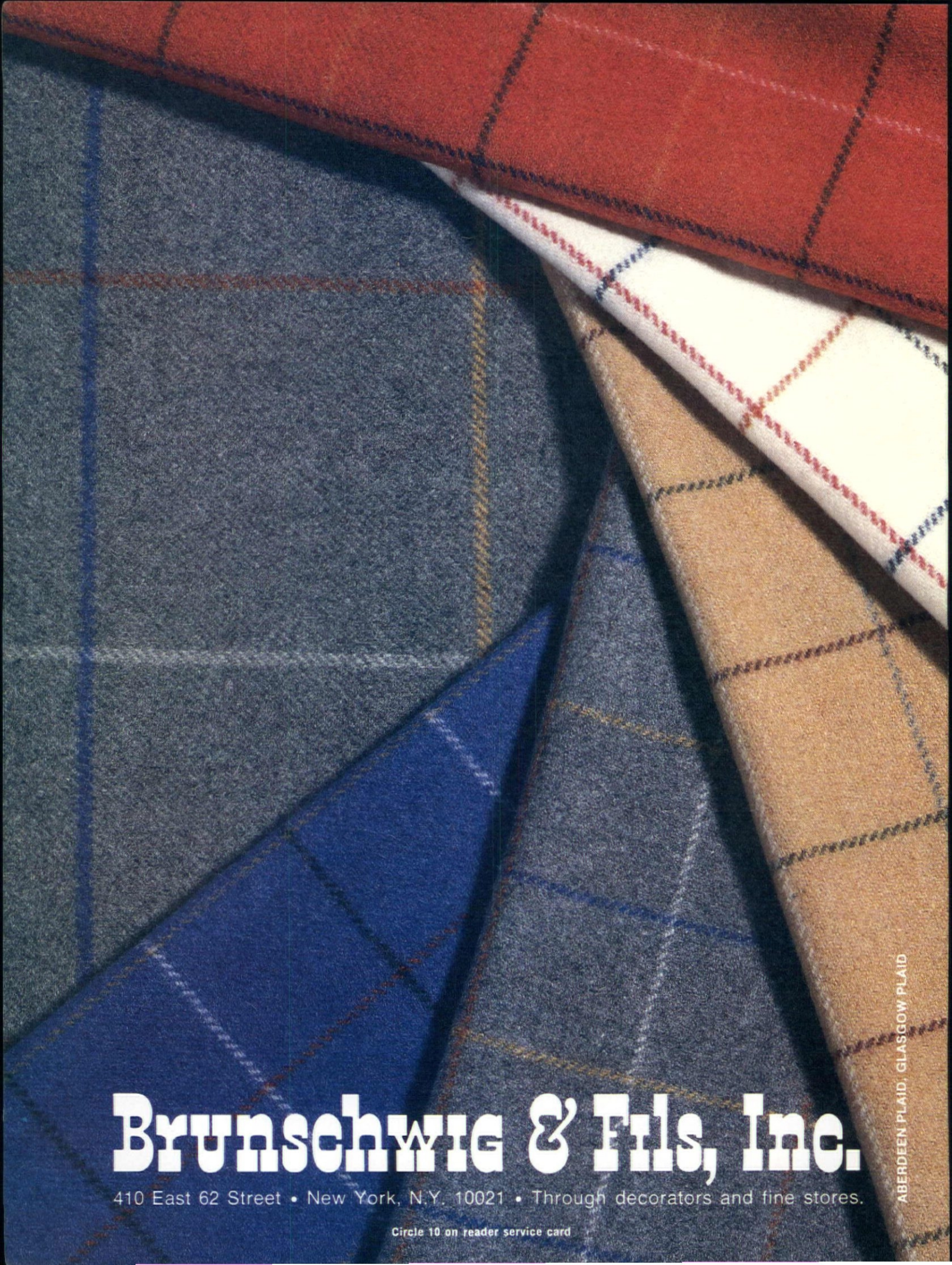
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ASID show promotes advanced technology; honors D'Arcy for distinguished career

St. Louis—Technical programs on computer space design, project management, and sound and noise control gave this year's ASID conference & International Exposition a strong contract orientation, recently. Typical was a seminar session at the end-user level entitled,"Commercial Interiors: Pre-Planning to Avoid Design Crisis," with Hester Jones, ASID, and Edward Hopkins.

Approximately 1,000 persons attended the five-day affair of workshops, cultural events, and celebrations of ASID's 50th anniversary.

D'Arcy noted for Bloomingdale's

A high point of the show was ASID's awards program, presented by National President, Jack Lowery, FASID. A special tribute was paid to the Winterthur Museum, Delaware, dedicated to the preservation and study of historic American decorative arts.

Barbara D'Arcy, ASID, VP & Director of Merchandise Presentation for Bloomingdale's, New York, was named the 1981 Designer of Distinction for her career at the renowned department store. ASID Human Environment title went to citizens of the village of Soldiers Grove, Wisconsin, for relocating their entire business district out of a dangerous floodplain.

Dobb's House snackbar and lounge at the Miami International Airport, designed by Dennis Jenkins, ASID, Coconut Grove, and Newberry Mansion, Chicago, restored by Nancy Biederman, ASID, were cited as the best interior projects of the year. Karastan, Mira-X, Rudd, and Design Tex received ASID International Product Design Awards.

Edward Fields singles out designs

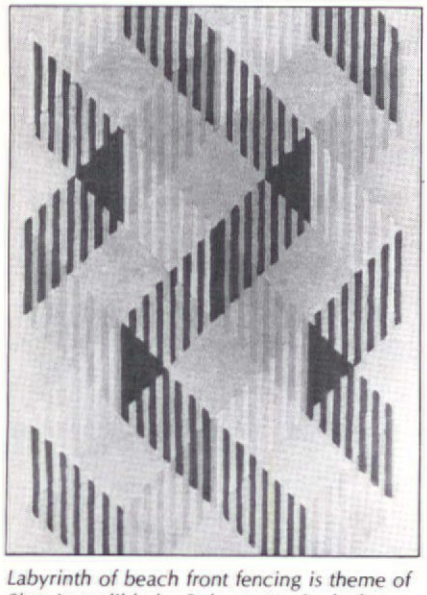
First prize in the 1981 Edward Fields Wool Rug Design Competition went to Roberta K. Mauksch, Associate Member ASID, Columbia, Mo., for her design called, "Slats Incredible." Leon Barmache, ASID, New York, won second prize for his design, "The Deep."

Innovation marked with blinds

Five creative uses of Flexalum blinds, ranging from motorized skylight blinds to track room dividers, won Patricia Stafford, High Point, first place in the third annual ASID/Flexalum Professional Competition. Marjorie Frank, Westwood, New Jersey, won first prize in the student category of the Flexalum "Design With Blinds" contest. Frank used one-inch blinds in the open well of a professional/retail building for color, movement, and to conceal offices.



Barbara D'Arcy was named ASID 1981 Designer of Distinction.



Labyrinth of beach front fencing is theme of Slats Incredible by Roberta Mauksch, first place winner in Edward Fields contest.

CONTRACT seminar untangles computer design problems

New York—Analyzing cost benefits of computer systems versus manual methods in space planning will be one aspect of CONTRACT Magazine's third annual conference on "Corporate Facilities Planning, Design & Management by Computer." Seminars will be held October 1-2, 1981 at Halloran House Hotel, New York.

Conference coordinator Robert Lee Engel, Executive VP of Environmental Research & Development has lined up an impressive list of experts to participate. Manuel Urquiza, VP of Cannell-Heumann & Associates, will describe pre-architectural programming, inventory systems, and computer-generated space planning. Contract clauses concerning protection of software will be one area examined by Richard Raysman, Esq., Brown & Raysman. Robert Thunelius, Director of Systems Development, ERD, will analyze project budgets and implementation of software. Additional program content is available from Eric Bean, Conference Manager, Gralla Conferences, 1515 Broadway, New York, NY 10036; 212/944-8264.

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RLC3	RLTY CLK III	56	769
RLC1	RLTY CLK 1	56	767
SUAC	SUPV AC	56	535
CLTY	CLK TYP	56	575
COSR	CORRESP SR	56	565

Developing space standards by computer will be fully examined in CONTRACT's two-day seminar.

Italian chair fair shows emphasis on lacquered woods

Udine, Italy—New designs recently exhibited at the 5th National Chair Show showed wide use of high gloss lacquers in bright, primary colors. Black lacquer was also common, often used in conjunction with seating of cane, nylon, or cotton.

Full-scale prototypes were judged by a distinguished panel, headed by Chairman of the Chamber of Commerce of Udine Vittorio Marangone. The three winning designs were: 1st. prize—Mauro Pasquinelli; 2nd prize—Gualtiero Ceschia; and 3rd prize—Maria Volentinuz.



First prize went to this simple design by Mauro Pasquinelli.



Furniture journalist Antonio Riberia opens ceremonies at 5th National Chair Show of Italy in Udine.

IBD presents computer fair

New York—Automated office and equipment suppliers will be demonstrating products at the Automated Office Fair, Saturday, October 31, 1981, at the Roosevelt Hotel.

Sponsored by the Institute of Business Designers, New York Chapter, the fair will open with keynote speaker, Marshall Graham, Sr. VP, Environetics/Director, Environetics Management Technology. Richard Plank, Senior Editor, Interior Design, is moderator. For tickets, write: IBD, 127 E. 59 St., New York, NY 10022.

Strategic planning for facilities focuses on CEOs

Ann Arbor—Corporate officers' need to recognize economic benefits of properly financing and managing facilities will be the subject of "Developing Corporate Strategy for the Workplace," a seminar program at Facilities Management Institute, here, November 4-5, 1981.

Seminar roster will cover return on investment versus continual debit, how facilities fit into strategic plans, new research on office productivity, and facility implications of architectural trends. Program speakers will be from major corporations, as well as the FMI staff.

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FOR CONTRACT MAGAZINE



"Next time we'll have the wine tasting after the chair testing."

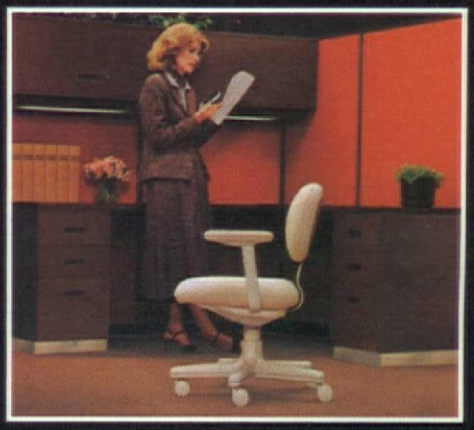
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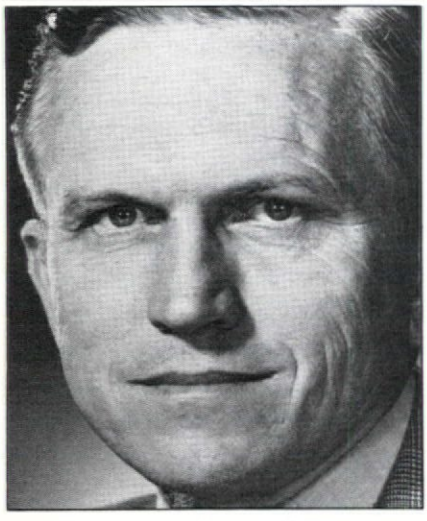
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NOPA convention tackles estate planning, employee stocks

Alexandria, Va.—"Hundreds of thousands of small businesses that could not have afforded automation a few years ago are now prime prospects for today's generation of microprocessor-based equipment," remarks NOPA Convention Co-chairman, William Holtsnider, president, Paper Mate.

Managers of large and small firms alike, will find valuable material at the National Office Products Association 1981 Convention & Exhibit, September 30- October 4, at McCormick Place, Chicago. "Turning Point" is the theme of the convention, symbolizing the many changes taking place in the office products industry. Seminars will cover computerizing firms, selling new technology machines, estate planning, and retail, sales, and marketing management.



Eastern Airlines President Frank Borman to make NOPA opening speech.

Leadership will be the subject of the opening address, Wednesday, September 30, presented by Frank Borman, Eastern Airlines president and former astronaut.

A total of eight workshops will be given on opening day, September 30, in two groups of four concurrent series. Seminars are scheduled as follows:

2:30—"Organizing Your Business for Growth," with Harry Ladd, President of Be A Professional, Inc., Springfield, Mo.

—"How to Hire Better Employees," featuring Jim Morrison, Consultant, Lawrence-Leiter, Kansas City, Mo.

—"Overcoming Pitfalls in Computerizing Your Business," workshop by Gil Powell, President, Litton, Calder, Park Ridge, Ill.

—"Maximizing Profits Through Budget Furniture Sales," Ed Jones, former president of HON, Muscatine, Iowa.

4:30—"Developing Strategies for Changing Markets," with former NOPA executive VP, Bill Gross.

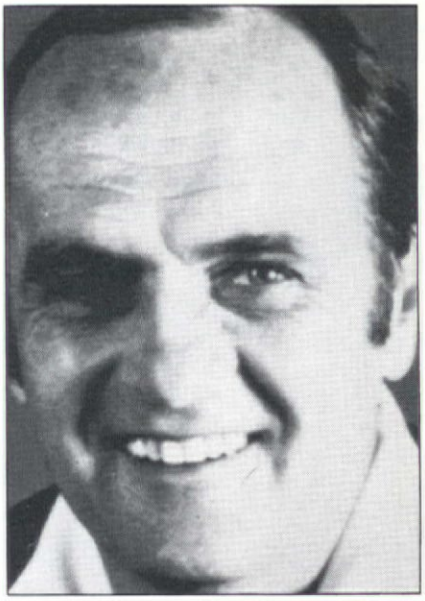
—"Employee Stock Ownership Plans: A Good Financial Tool for Your Company?," will be headed by Robert Smiley, Senior Consultant, Benefit Systems, Los Angeles.

—"Freight Cost Reduction Opportunities Under Deregulation" will be presented by NOPA Freight Consultant, Ray Bohman, Bohman Industrial Traffic Consultants, Gardner, Mass.

—"Improving Office Productivity" is a panel discussion, lead by Robert Bartlett, Publisher, Office World News, Garden City, NY.

Additional workshops will be held Thursday, October 1.

Comedian Bob Newhart will highlight the annual banquet, to be held on Saturday, October 3. NOPA has arranged special discount air fares for attendees in conjunction with Conference Air Services. For further information, call CAS at 800/336-0227. Preregistration for the show can be done at NOPA, 301 N. Fairfax St, Alexandria, VA. 22314; 703/549-9040.



Comedian Bob Newhart will entertain at NOPA banquet.

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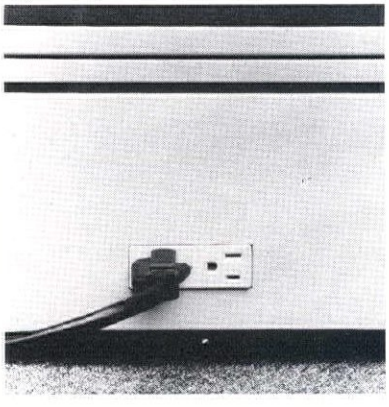
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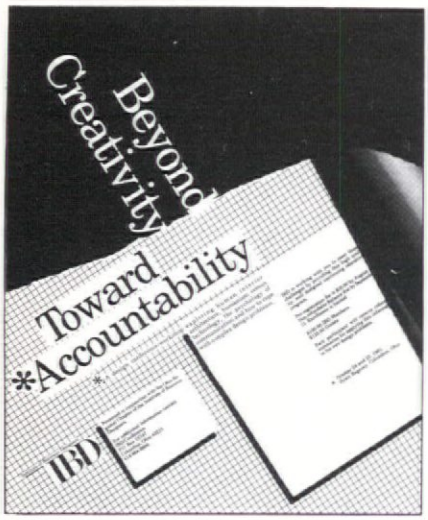
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Humanism versus technology to be examined at IBD event Oct. 24-25

Columbus, Ohio — A design conference/workshop entitled, "Beyond Creativity — Toward Accountability," will be held October 24-25 at the Hyatt Regency here.

Presented in conjunction with the Institute of Business Designers and the IBD Ohio Regional Chapter, the two-day meeting will explore human interior architecture, humanism versus technology, psychology of communication.

Enrollment is limited. For additional information write or call: IBD/ Conference, P.O. Box 15747, Columbus, OH 43215; 614/464-2884.



Psychology of communication is one of many complex subjects to be explored at IBD design conference.

New officers accept positions in Texas IBD chapter

Dallas—North Texas Chapter of the Institute of Business Designers has announced the appointment of officers for 1981-83. Members are as follows: President—Steve Hilbun; National Trustee—Judy Clary; VP/Programs—Jo Strane; VP/Education—Al Shumann; VP/Membership—Londa Thomas; Secretary—Merry Schenck; and Treasurer—Cynthia Branch.

Walton, Hynes join CONTRACT staff

New York—Roberta Walton has been named Managing Editor and Peggy Hynes has been selected as Sales Representative for CONTRACT Magazine, a Gralla publication.

Walton joined Gralla as a field editor in November 1979, writing for several magazines, including Professional Furniture Merchant. Hynes, formerly with Professional Pilot, Queensmith Communications, Washington, D.C., will be responsible for territories in the Northeast section of the country.

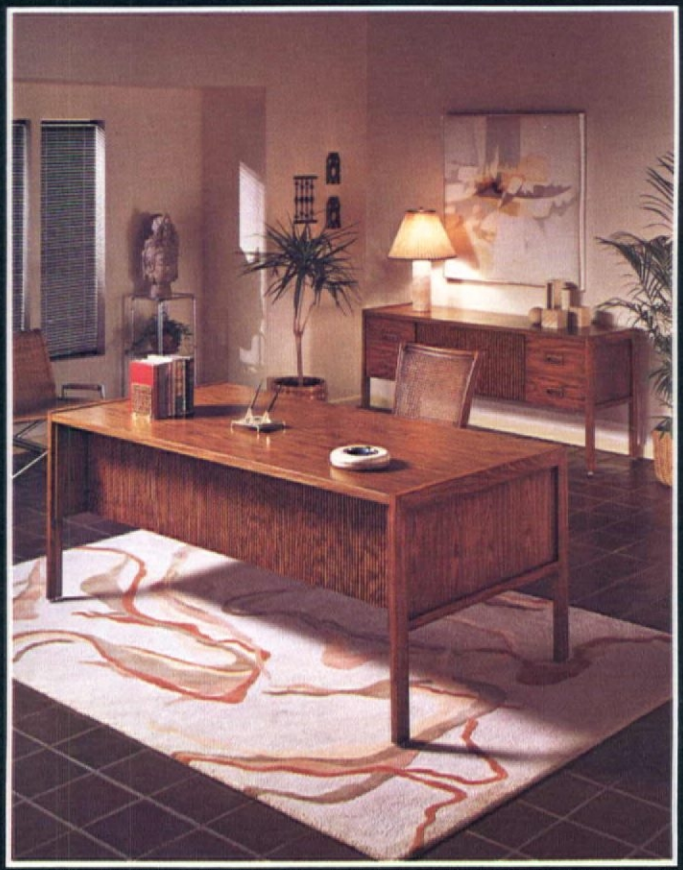


Walton(left) is Managing Editor and Peggy Hynes (right) is Sales Representative for CONTRACT Magazine.

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Westinghouse awards $15,000 in special patent award



***Grand Rapids**-William C. Anderson (center) Manager/Design and Product Planning at Westinghouse's architectural division, received a $15,000 check from the firm in a special patent award. The award, largest in company history, recognizes Anderson's invention of the panel connector and support post assembly for firm's open plan system. G.J. Cooper, Division General Manager congratulates Anderson, as William A. Coates, Executive Vice President/ Construction, looks on.*

West Week to carry 1984 Olympic theme

Los Angeles—Anticipating international focus on Los Angeles for the 1984 Olympics, the Pacific Design Center is keeping two steps ahead of the games. The theme of West Week '84 will be "Gateway to the World," and related themes will be used at the 1982 and 1983 shows. Dates and themes are as follows:

West Week '82, March 19-21. Theme: Gateway to the Pacific.

West Week '83, March 18-20. Theme: Gateway to the Americas.

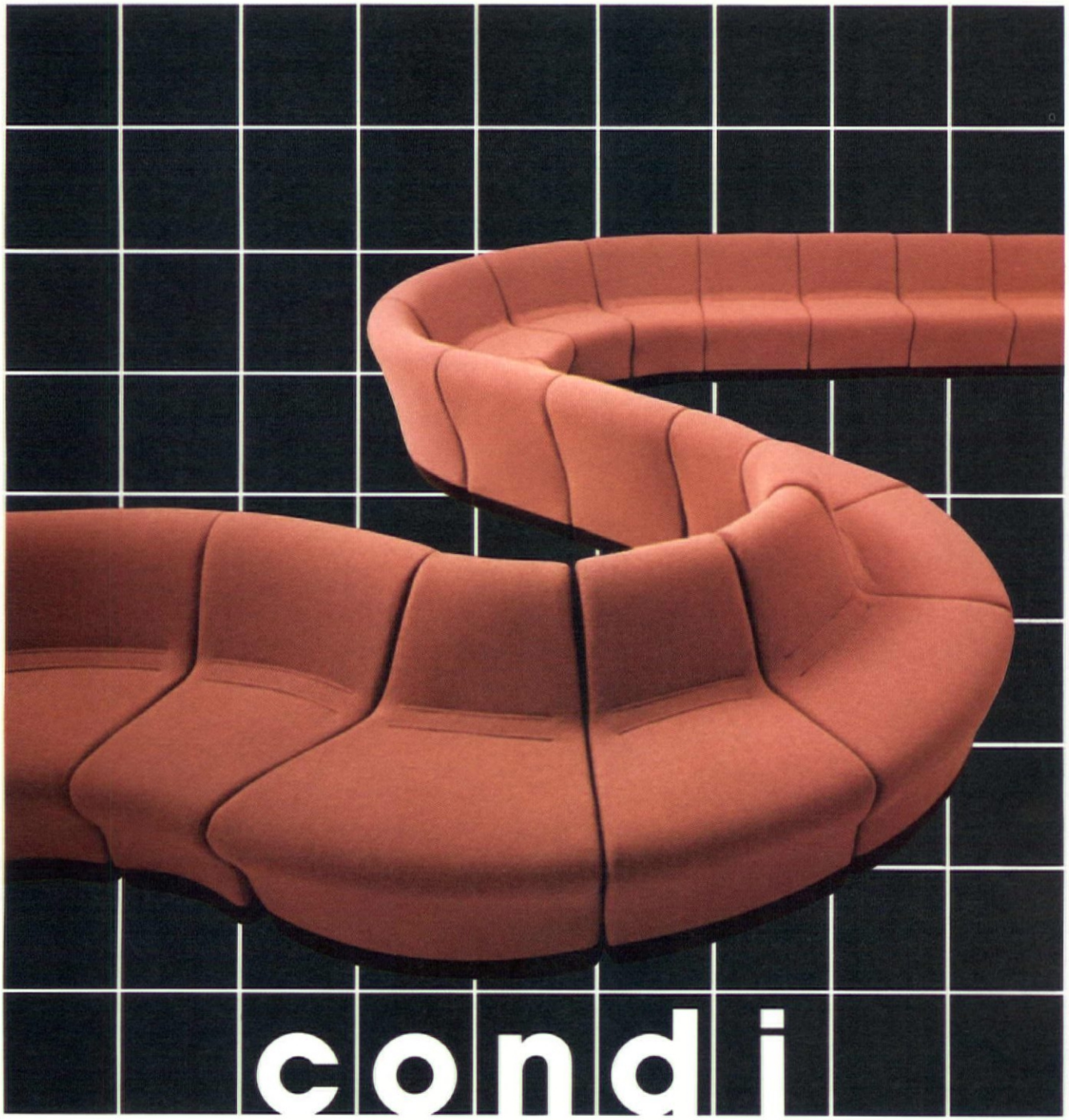
West Week '84, March 16-18. Theme: Gateway to the World.

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Photography by Dan Wolfe

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Detail: Electa table with glass top and mirror chrome base. Designer: Alexis Yermakov.

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Lauman heads new Synthetic Turf Council with Carpet & Rug Institute

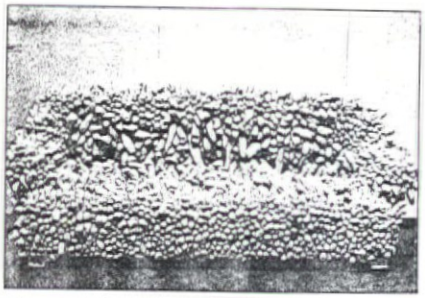
Dalton, Ga.—The Synthetic Turf Council has been created with the Carpet & Rug Institute, to promote synthetic turf products. The Council is reported to represent 95 percent of the U.S. production of artificial turf, as well as suppliers of fiber and yarn to the industry. Arthur Lauman will head the organization, overseeing activities of the following committees: Nomination; Styling; Design & Product Development; Technical; Standards & Statistics; and Public Relations & Advertising.

Book review: The Art Fabric: Mainstream

by Mildred Constantine and Jack Lenor Larsen

Van Nostrand Reinhold, 1981, 272 pages, 64 full-color, hardback: $39.95/

Sensuous roping, flyaway paper shavings, stacked wicking are only the beginning of the history of fabric sculpture explored in this monumental volume. Constantine and Larsen chronicle fabric art from tapestries by William Morris in the 1870s to modern artists such as Lenore Tawney, Gerhardt Knodel, Sheila Hicks, and Olga De Amaral.



The opposite of ergonomic, "Couch and Canvas," by Yayoi Kusama, Japan, is an assemblage of cotton packages.

The authors explore the emergence of synthetic materials and the strong preference for unspun fibers in the 1970s. Chapters cover art fabric in architecture, landscapes, and theatre, as well as techniques. Ample and diverse illustrations give the reader an inspiring and exhilarating tour of fabric design.

Acquisitions: Potter gains A.V. Donisi from Kidde Inc.

Potter Industries, Louisville, holding company for **National Products,** Louisville, announced the acquisition of **A.V. Donisi,** Cincinnati, from the Kent division of Kidde. Donisi is a manufacturer and fabricator of mirror and National manufactures wood and mirror wallcoverings, furniture parts, and other specialty items....Following acquisition by **Textile Wallcoverings International,** London, **Sidlaw of Scotland,** Marietta, Georgia, is planning to launch a new group of textile wallcoverings....**Recticel Foam,** Needham Heights, Mass., has purchased the former **Ludlow** sponge rubber manufacturing plant at Cape Girardeau. Under a prior agreement, Recticel acquired substantially all non-manufacturing assets of Ludlow's Carpet Cushion division.



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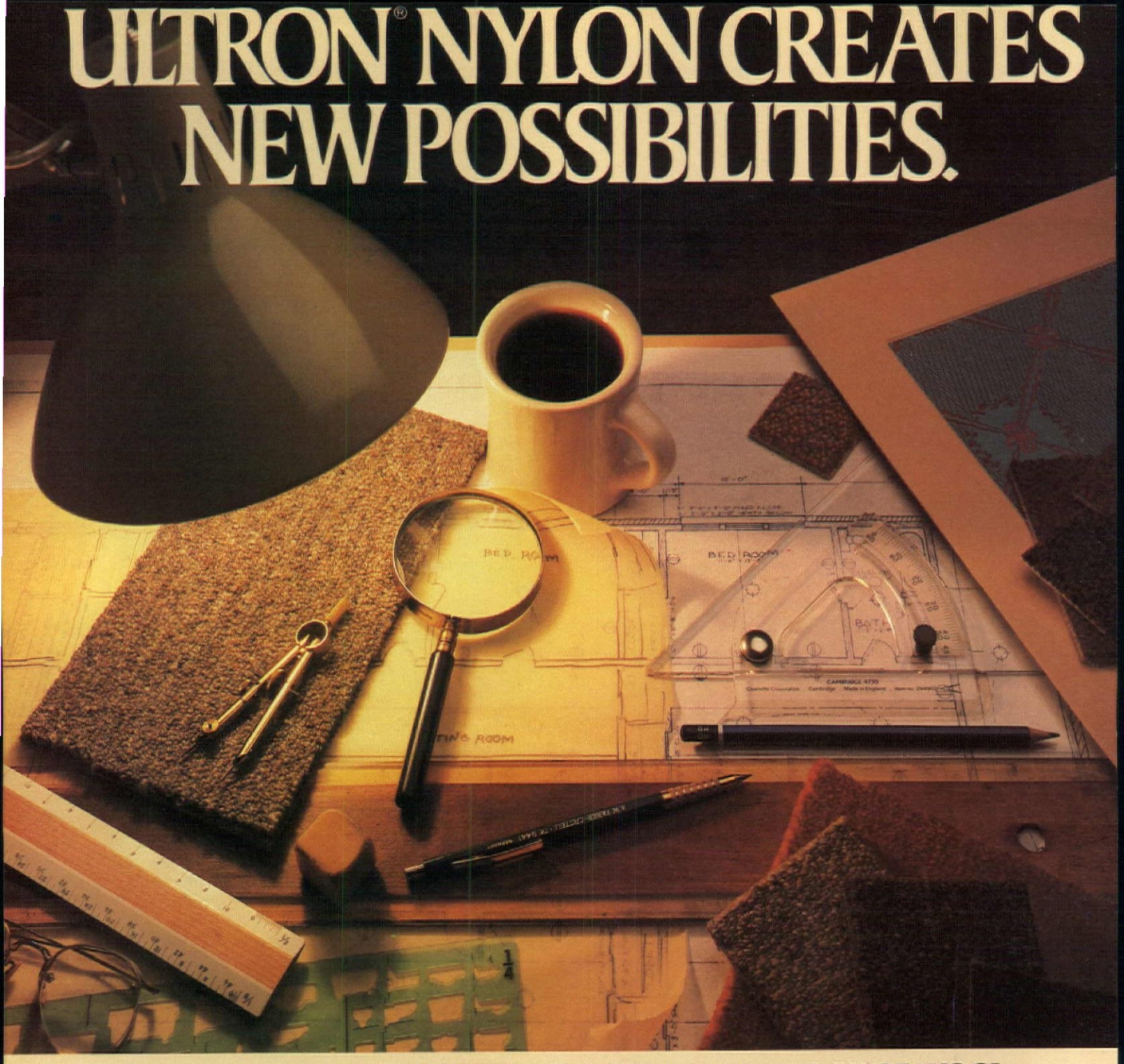
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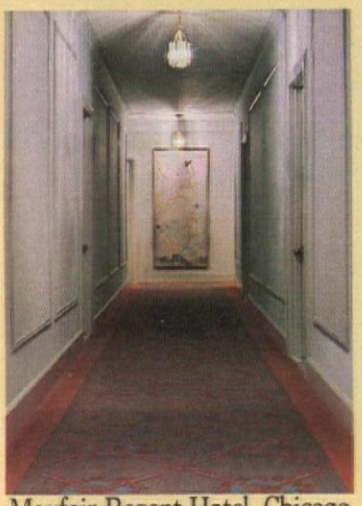
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Highland Park: C.A.S. Office Interiors

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Indianapolis: Business Furniture Corp.

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Peabody Office Furniture Corp.

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Record number of entries submitted in IBD/CONTRACT Competition

Chicago—Entrants in the IBD/CONTRACT Product Design Competition surpassed all past years' submissions. Designs were judged in early September at the IBD Chicago headquarters in the Merchandise Mart.

Awards in 28 product categories will be presented at a gala buffet and cocktail party at the disco/restaurant, New York, New York, in New York City. The event will take place on October 16, the Friday of Designer's Saturday. For more details, write: IBD, 1155 Merchandise Mart, Chicago, IL 60654.



Charles Gelber (left), IBD President Emeritus, and Jo Heinz, Past President IBD, confer on details of judging.

Landscape users symposium to stress problem solving

Philadelphia—Sharing experiences of fellow office planners and facilities managers is the main goal of the Office 'Landscape' Users Group's 26th symposium, to be held November 30-December 2 in Los Angeles.

Talks, workshops, and films will center on case histories and practical solutions. Discussions on management will focus on improving communications, decision-making, and gaining greater cost-effectiveness in operations. For registration information, write: Frank Carberry, Managing Director, Office 'Landscape' Users Group, Box 11182, Philadelphia, PA 19136.

New showrooms: ArcCom moves to Atlanta and Miami

ArcCom has opened new showrooms in the Atlanta Decorative Arts Center (ADAC), Suite 210A, 351 Peachtree Hills Ave., NE, Atlanta, and in the Miami D&D building, Plaza II, Suite 206, 180 NE 39 St....**Rosecore Carpet** has also opened space in the Miami D&D. Firm will represent Cy Mann furniture and Ambience accessories, in addition to its own lines....**Modern Mode's** Florida rep, **Lloyd Smith**, has relocated the Modern Mode showroom to 119 NE 39 St., Miami.

• **Badische's** new 1,056 sq. ft. carpet showroom at Space 3C-6, Atlanta Merchandise Mart, will primarily serve major markets and also be a permanent office for firm's southeastern contract carpet consultant, Julienne Hillyer.... **James David Inc.** has moved to Space 13046 World Trade Center, Dallas....**Croydon Furniture Systems** has refurbished its New York showroom at 150 E. 58 St. Joanne Luca is showroom manager.

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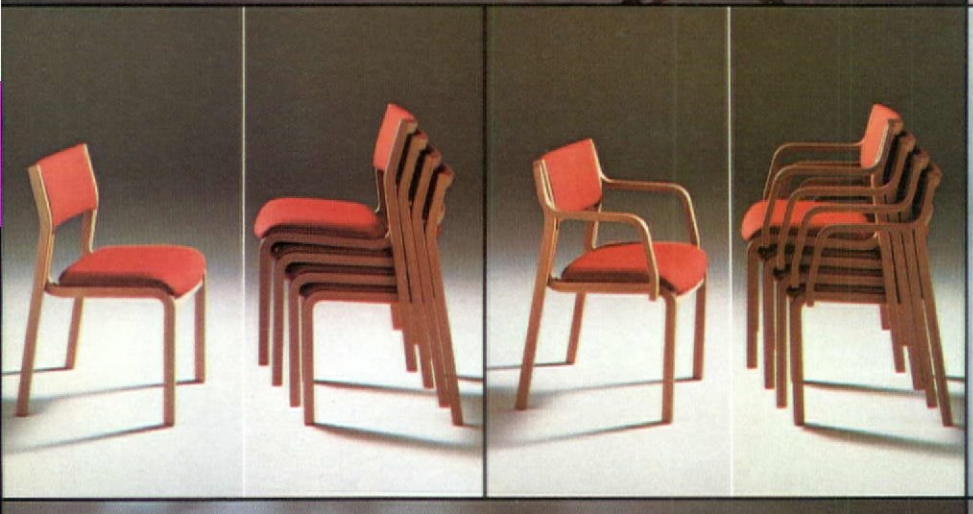
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Knoll
Diffrient Management Chair
There is a popular myth in business: Fatigue is the sign of hard work and high productivity. Knoll and designer Niels Diffrient know fatigue is the enemy of productivity, and so explode that myth with the Diffrient chair. This is seating that beautifully combines everything the research of the last 30 years has revealed about comfort and productivity with everything Knoll and the designer know about aesthetics. Another myth: Knoll makes only very expensive office furniture. The Diffrient Management chair puts another myth to rest.
Knoll International, The Knoll Building, 655 Madison Avenue, NY, NY 10021.
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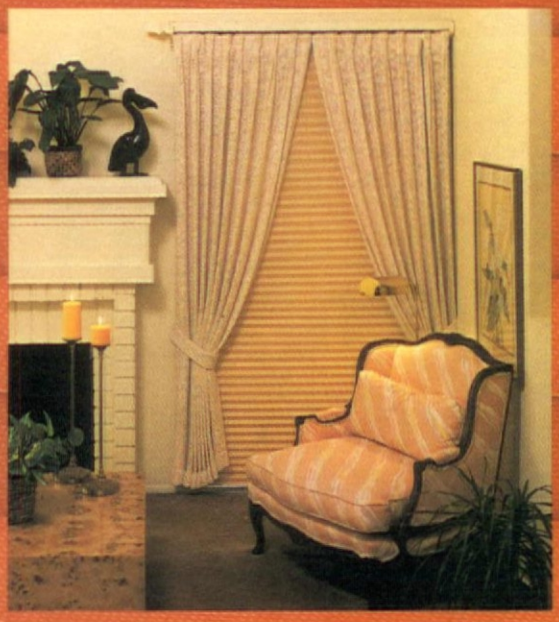
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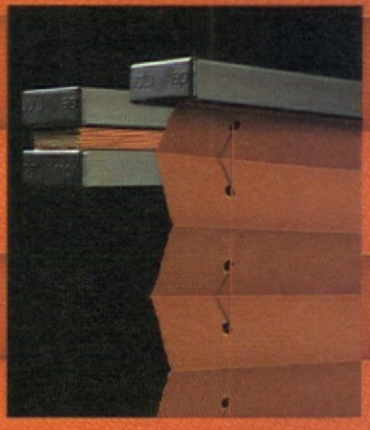
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Who reps what: Laminates Plus distributes Ralph Wilson Plastics

Ralph Wilson Plastics has selected **Laminates Plus,** El Paso, Texas, to distribute Wilsonart laminates throughout El Paso and Las Cruces, New Mexico....**United States Ceramic Tile** named **State Distributing,** Indianapolis, to rep ceramic line....**J & W Counter Tops,** Springfield, Ill., to rep **Formica** within a 90-mile radius of Springfield....**KCR Fabrics** has appointed **Duane & Carole Morris** to rep contract products in northern Wisconsin and **Commercial Design Source** in southern California and Arizona.

• **Timber-Line** has appointed a roster of new reps including: **Arthur Nashawaty** in New England; **O'Grady & Siegel** in New York and New Jersey; **Contract Sources** in the Southeast; and **Kingman Associates** in the Northwest....**Bowater Carpets,** USA, New York will rep **Hugh Nelson Carpet Mills** in the greater New York and metropolitan Philadelphia markets....**Naomi Gale/Wall Systems** has named **James Davis & Associates,** Los Angeles, as rep located in the Pacific Design Center and **Dann Smith** has been named official rep for the firm in San Francisco....**Snypp-Bowen,** Atlanta, will serve as area rep for the Southeast for **Modern Mode.**

• **Spec'built** announced several new sales reps including: **Wayne Gutherie,** San Francisco; **RPS Associates,** Yorba Linda, Calif., **Johnson/Gould,** Phoenix; **Mackerer, Walker, Graham,** Atlanta....**Acme National Sales** has four new reps: **Orville Youngblood,** Germantown, Tenn., in Alabama, Tennessee, Arkansas, and Mississippi; **Bill Savage,** Afton, Okla., in Missouri, Kansas, and Oklahoma; **Stackhouse Associates,** Tucson, in Arizona; and **D&D Associates,** Louisville, to cover Indiana and Kentucky.

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Competitions: Arango invites submissions for multi-purpose furniture

Multi-purpose furniture is the theme of the 1982 4th Arango International Design Competition. Any furniture object which fulfills two or more functions and has been designed or produced (for the first time) since 1977, is eligible for entry. Designers are free to select materials, as long as choices can be adapted to industrial production. Competition is open to professionals, students, and non-professionals. Prizes include: $1,500 first prize; $750 second prize; and $500 third, plus the possibility of industry purchase. contact: Arango Design Competition, The Metropolitan Museum & Art Center, 1212 Anastasia Ave., Coral Gables, FL 33134.
Deadline: February 1, 1982

Deadlines for previously announced competitions:

• **September 30**—Notification of intent to enter; **November 30**—Entries due. Walker/Group student competition for retail design. Competition Director, Walker/Group, 304 E. 45 St., New York, NY 10017.

• **October 11**—Verification notice; **October 26-November 2**—Actual submission. National Student Design Competition, Society of American Registered Architects, c/o H.L. Berger, FARA, 313 S. Market, Wichita, KA 67202.

• **November 15, 1981.** Environmental Improvement Awards, Associated Landscape Contractors of America Awards Program, 1750 Old Meadow Rd., McLean, VA 22101.

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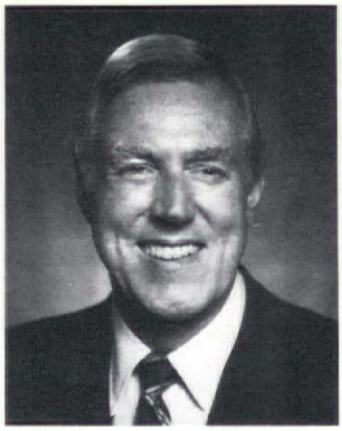


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Jack Lowery, FASID, is president of Jack Lowery & Assoc., Inc. N.Y.C. & 1981 president of ASID. His design commissions range from aircraft interiors (including Airforce One) to corporate offices, restaurants, banks, stores & clubs.

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New assignments: Portman begins joint venture with Marriott

John Portman & Associates, Atlanta, and **Marriott Corp.** have agreed to begin joint construction of a 1,800-room luxury hotel and convention center in Atlanta. Site will be developed by Portman and managed by Marriott....$120-million office/hotel project in Logan Square area of Philadelphia will be designed by **Kohn Pedersen Fox,** New York, and structural engineer will be **Irwin Cantor, P.C.,** New York....**Builders Association of South Florida** has retained **Robison & Associates,** Coral Gables, to provide interior architecture for 5,000 sq. ft. headquarters in Miami Lakes, Fla....**Soep Associates,** Allston, Mass., will expand headquarters of **Bain & Co.,** Boston, in the Faneuil Hall marketplace, Boston....**Morgan, Lewis & Bockius,** Philadelphia, has retained **Interspace/ Philadelphia** to space plan and design new headquarters at One Logan Square, Philadelphia....**L.E. Seitz** is nearing completion on the redesign and refurbishment of public spaces in **Holiday Inn,** Coral Gables.

• **CRS Group,** Houston, has been awarded the contract by **Peat, Marwick, Mitchell,** San Antonio, for design and renovation of its office space....**Patty Berkebile Nelson,** Kansas City, Miss., has been selected by **ARCO Oil & Gas** to do space planning and interior design of new 21-story offices in Anchorage....**Emery Realty,** Cincinnati, has assigned **Day & Zimmerman,** Philadelphia, and **Graham & Solano,** Boston, to the $25-million restoration of **The Netherland Hotel**.... **Stevens & Wilkinson,** Atlanta, will provide design services for office buildings jointly owned by **Marathon Development** and **Metropolitan Life Insurance,** Atlanta.

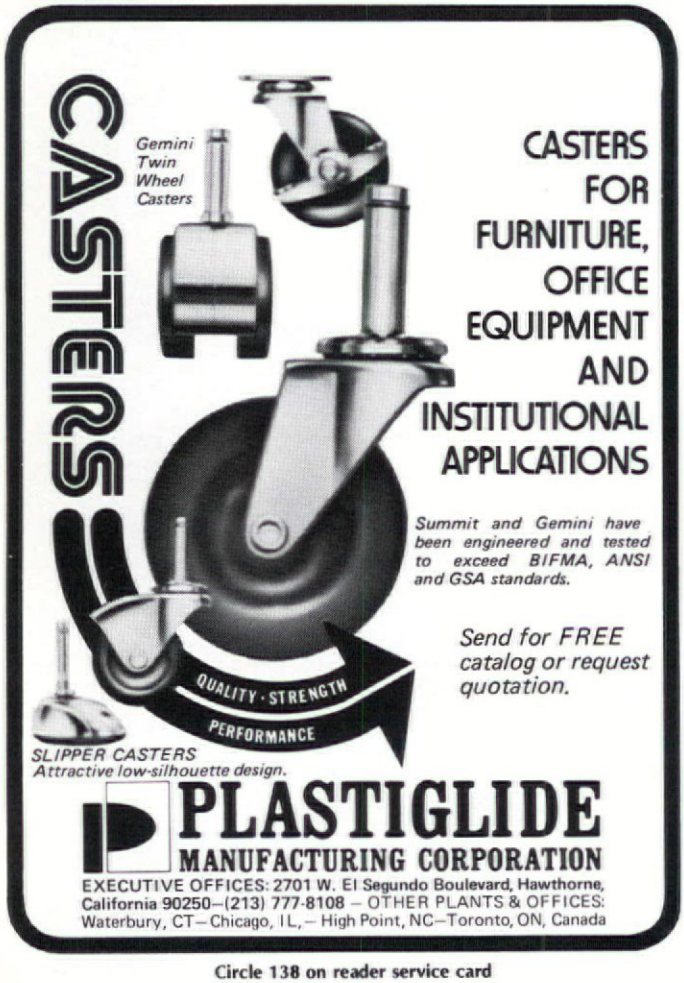


Section through building at 55 Park Place, Atlanta, shows atria adjacent to office space planned by Stevens & Wilkinson.

Developing indicators to measure facility performance

Ann Arbor—Measuring facility performance and developing special purpose communications rooms are two of the topics to be presented at the second annual meeting of the National Facility Management Association, October 13-16.

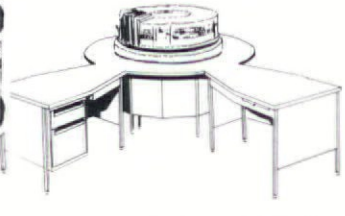
For further information, contact: NFMA, 3971 S. Research Park Dr., Ann Arbor, MI 48104.



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Bullnose tops are solid wood

IIL International's New York showroom, which will be completely redesigned and furnished for Designer's Saturday, will feature the new Petri Open Plan System. Designed by IIL design director Manfred Petri, the system combines 2-in. thick, bullnose work surfaces with panel-mounted overhead storage. Workstation run-offs are offered in regular or radius end configurations. The latter is supported by a single chrome or bronze column to allow knee space on all sides. A full range of freestanding components, including storage units with bullnose tops, workstations, and pedestals, together with 69-in. flat and curved screens, complete the system. Pedestals have a recessed base treatment which visually ties in with bullnose tops. Fabric panels are available in any one of IIL's range of landscape fabrics. IIL is currently expanding this collection. As with all IIL case goods, Petri system is available with integral ambient lighting and is offered in six woods and twelve finishes. According to designer Petri, the bullnose top provides a warmer, more resilient surface to work with all day, and since whatever wood is chosen is solid, no matter how much wood is chipped, no other material will ever show through. **Circle No. 383.**



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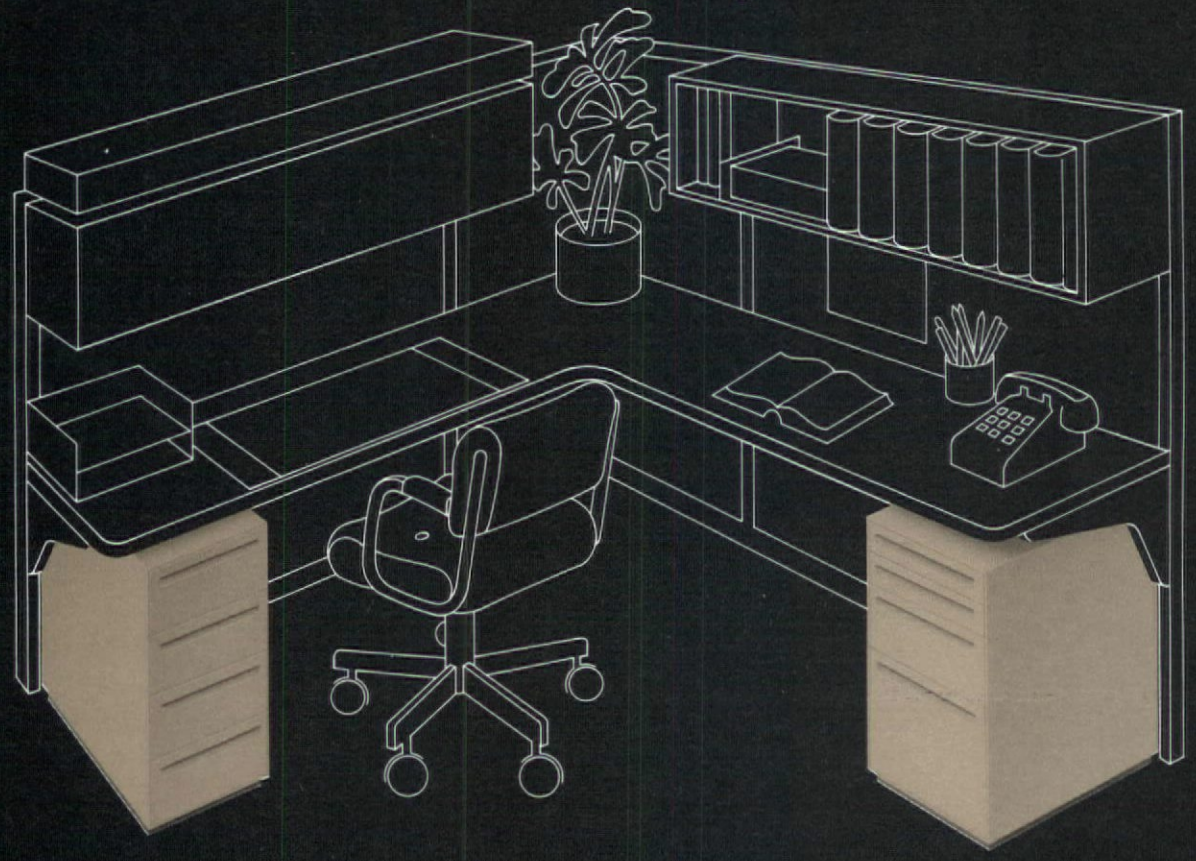
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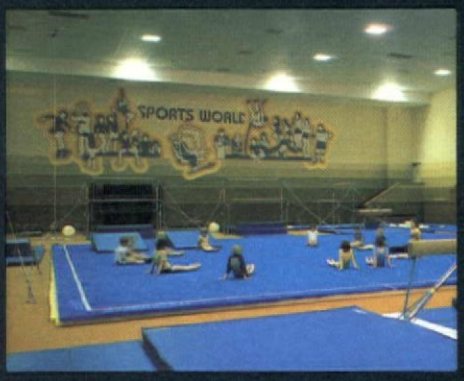


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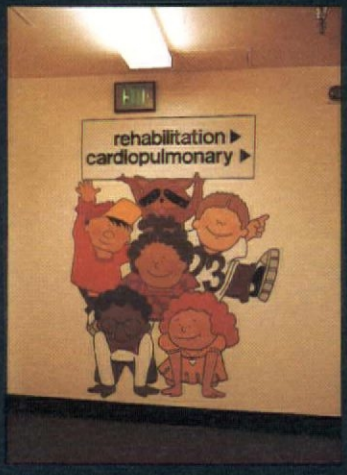


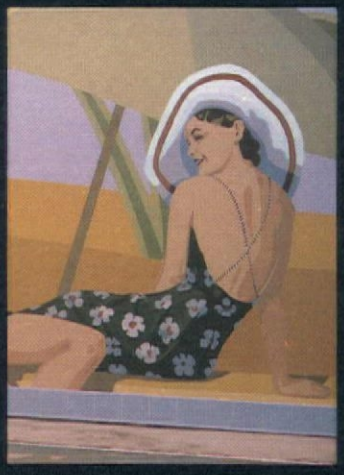


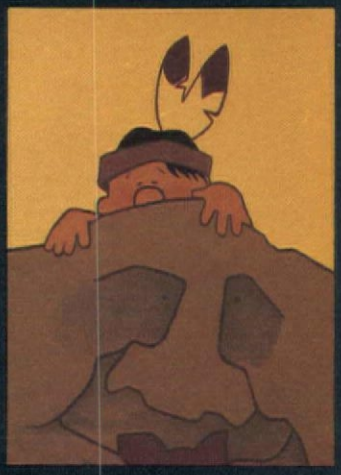












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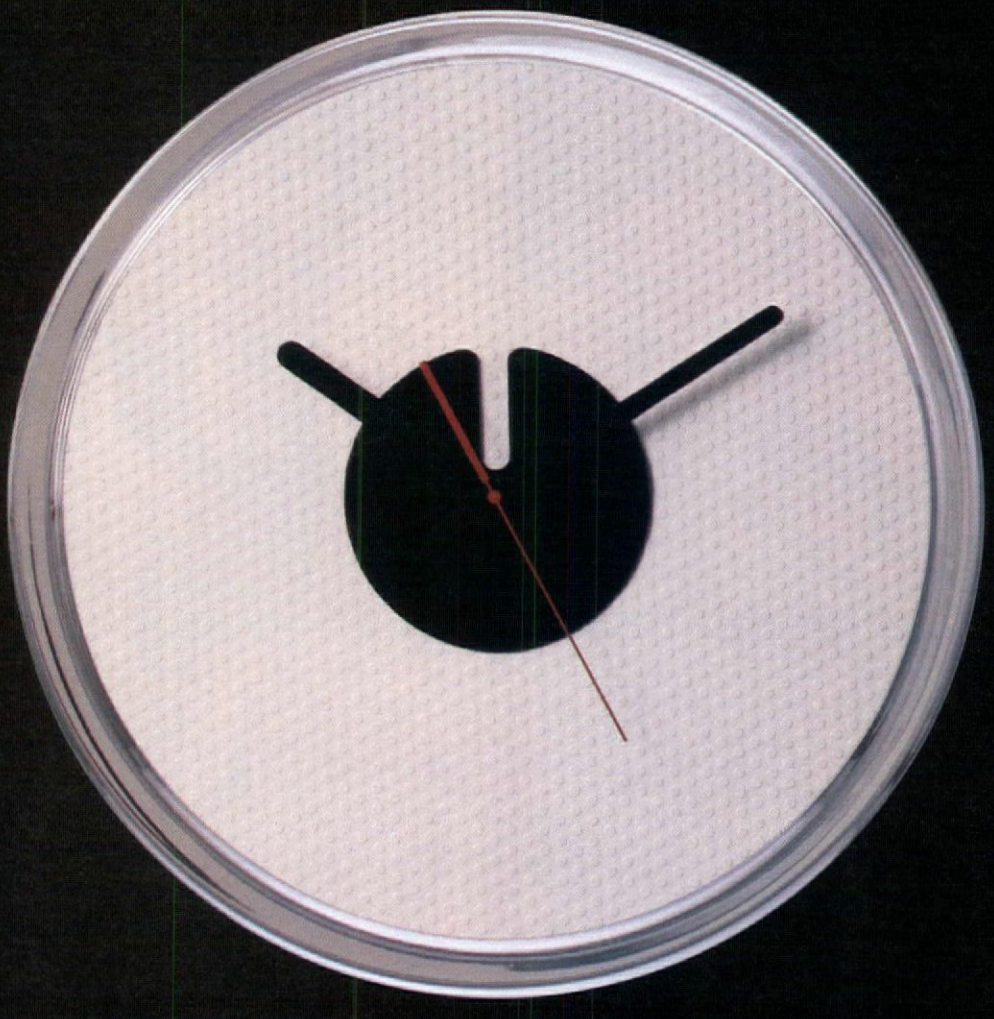
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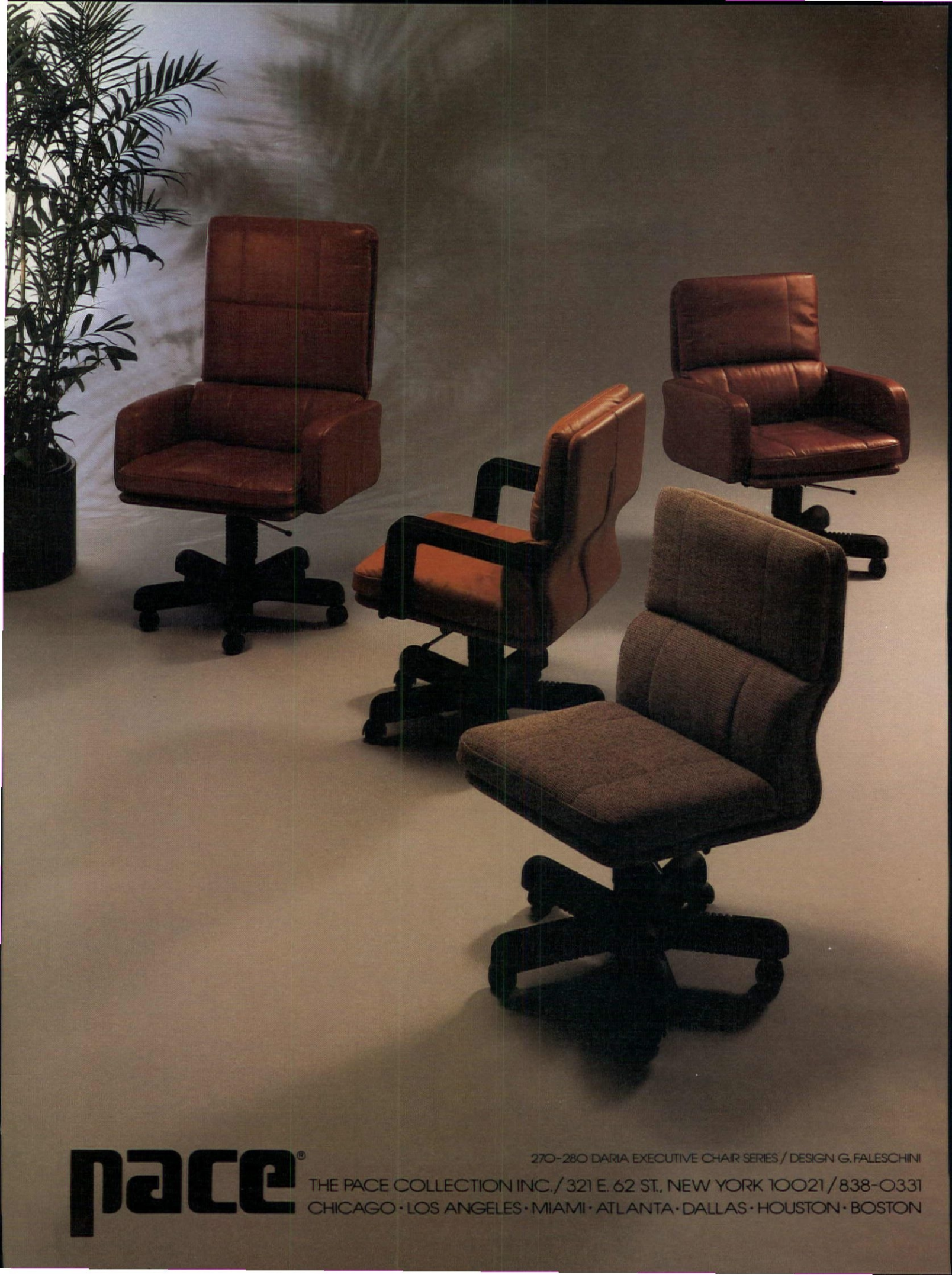
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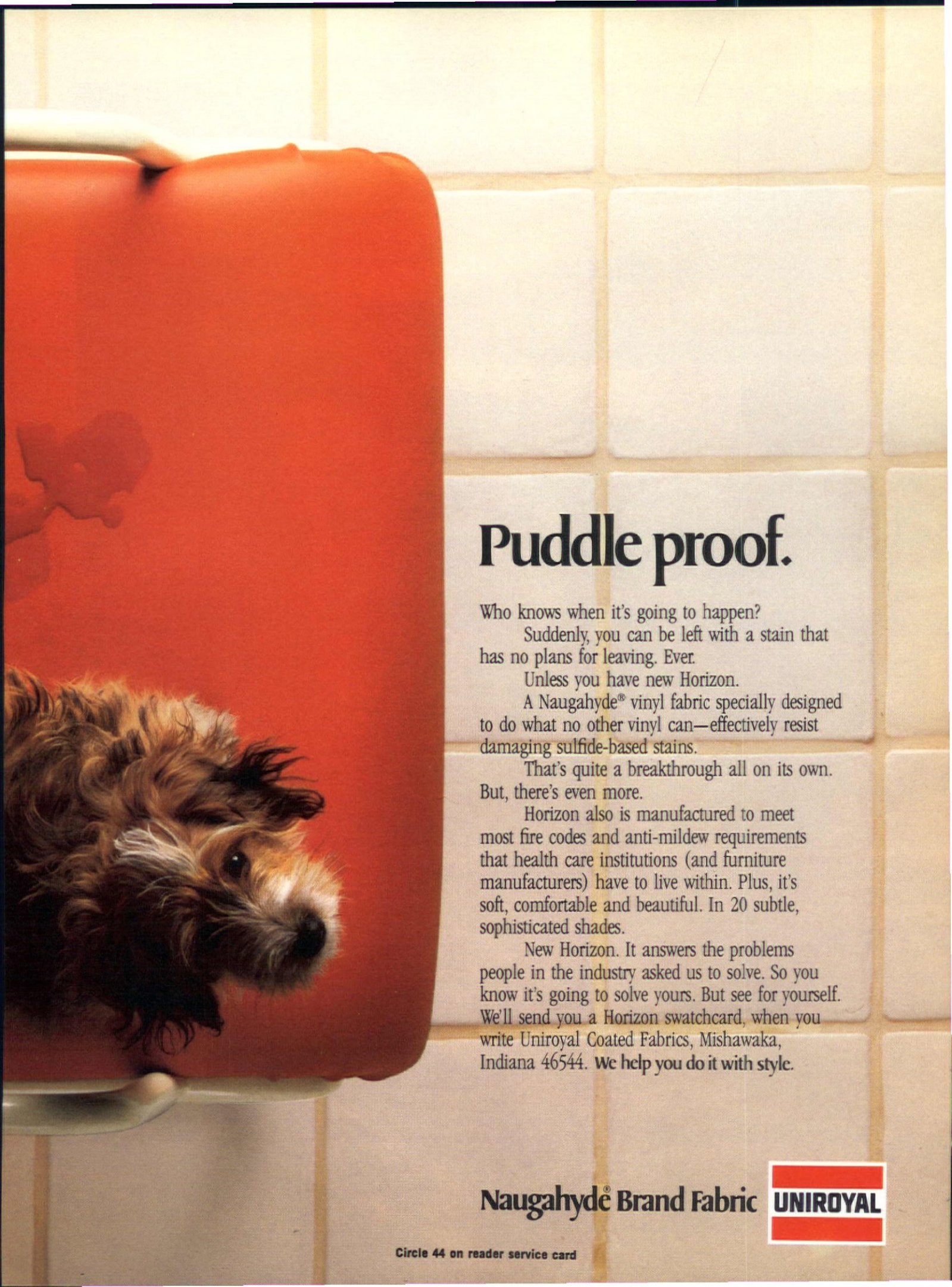
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Knoll Showroom: Less is still more

In the highly competitive NEOCON environment, the idea was to present the Knoll collection in as restrained a manner as possible. Consistent with Knoll's traditition of quiet elegance, the showroom design by Lee Stout, Creative Director/Knoll Space Design, maintains a calm and quiet spotlight on the product. According to designer Stout: "in an environment of screams and shouts, you can whisper to be noticed."

The showroom's architectural shell was treated as a neutral recessive ground. Therefore, attention was focused on furniture and textiles, and not on the space in which they are shown. Presentation was purposefully limited to only new or updated products. These were then shown in depth to emphasize their importance within the Knoll collection. An example was Knoll's textile collection, a compilation of more than one thousand fabrics, edited down to two hundred.

All drawers and doors on furniture were kept unlocked. Furniture and textiles are thus allowed to explain themselves as people push, pull, open, close, touch, and feel the products. Among the products which were established to create a single visual memory of Knoll at NEOCON 13 were Furrows wallcovering, used in a forest of columns; the Haight table, which reappeared in different settings throughout the showroom; and a new palette of silver gray finishes which materialized on systems, desks, seating, and tables.

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☐ Please send me more information on Brentwood by Lumex.
☐ Please have a representative contact me.

Name _____ Title _____
Firm _____
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City _____ State _____ Zip _____
Type of Firm _____
Square feet designed annually _____

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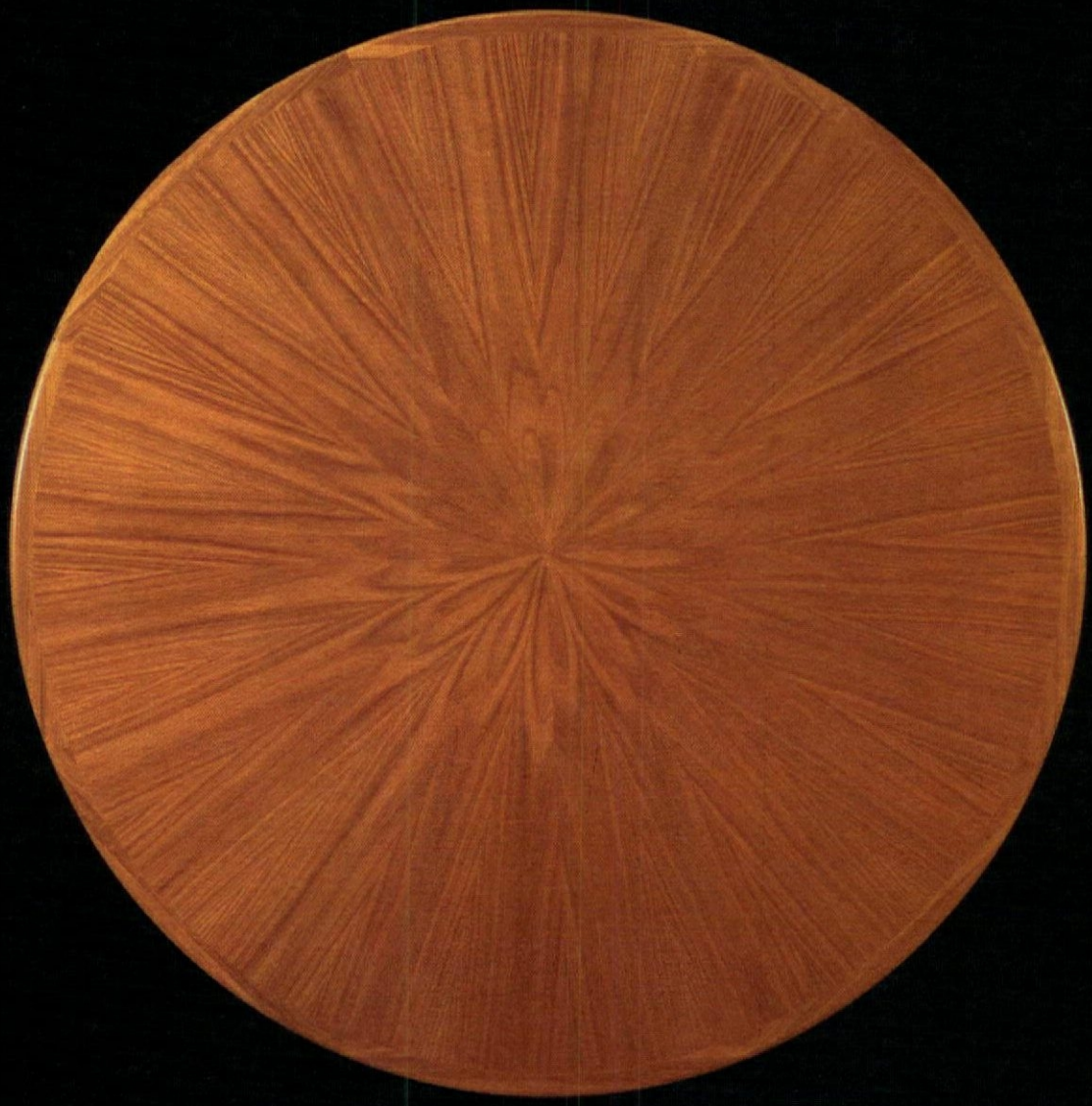
Tuohy

Sunburst Table Collection

The Sunburst Collection from Tuohy
unveils the quiet magnificence of hardwood design.
This controlled use of bursting, radial pattern
presents a rare opportunity
to make a truly distinctive, yet unpretentious,
design statement.

Sunburst tables are available in white oak
and black walnut. Edges are of matching solid hardwood
and carry a full bullnose.
Table heights are 15 and 29½ inches, for
occasional and conference use.
Diameters are continuous through 60 inches.

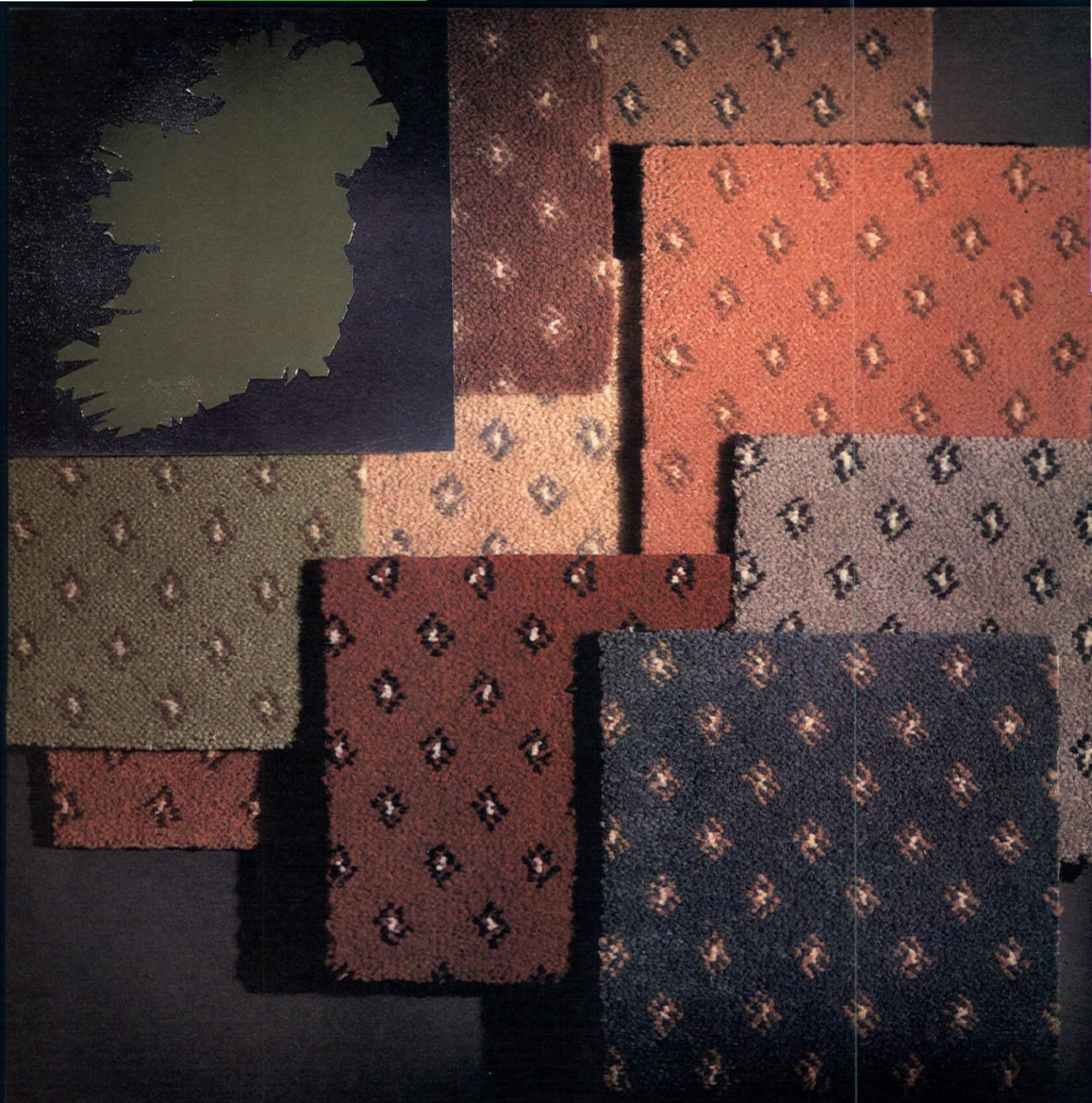
The Sunburst Collection. An elegant,
yet affordable design statement from Tuohy.



Additional information regarding the Sunburst Collection
and twenty-two other table opportunities
is available through your Tuohy representative, or
directly at 1-800-533-1696.

Tuohy Furniture Corporation
Corporate Offices: 42 St.Albans Place, Chatfield MN 55923
Representation in all major U.S. cities.

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Ireland wears more than lovely green

navan

CARPETS

offers "Starlight"—an Aximinster in a large range of beautiful contemporary colors—
all stocked in the U.S.A. for immediate delivery.

"Starlight" is woven of 80% wool and 20% nylon in Ireland. A superb choice for contract and institutional interiors.
Write for further information about Navan's Custom Program offering any design and color woven to your specification.

Navan Carpets, Inc., 919 Third Avenue, New York, NY 10022. Telephone (212) 752-9117

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Excellence at Every Level

Excellence in furniture design has been our tradition for over 30 years. Virco builds in excellence at every level — from all-welded steel frames to handwoven rattan designs that are signed by the craftsman, to the finest in fabrics and vinyls.

When you want contract chairs as distinct in style and detail as your design applications, specify Virco.

For our complete 54-page catalog displaying contract chairs and tables, write:

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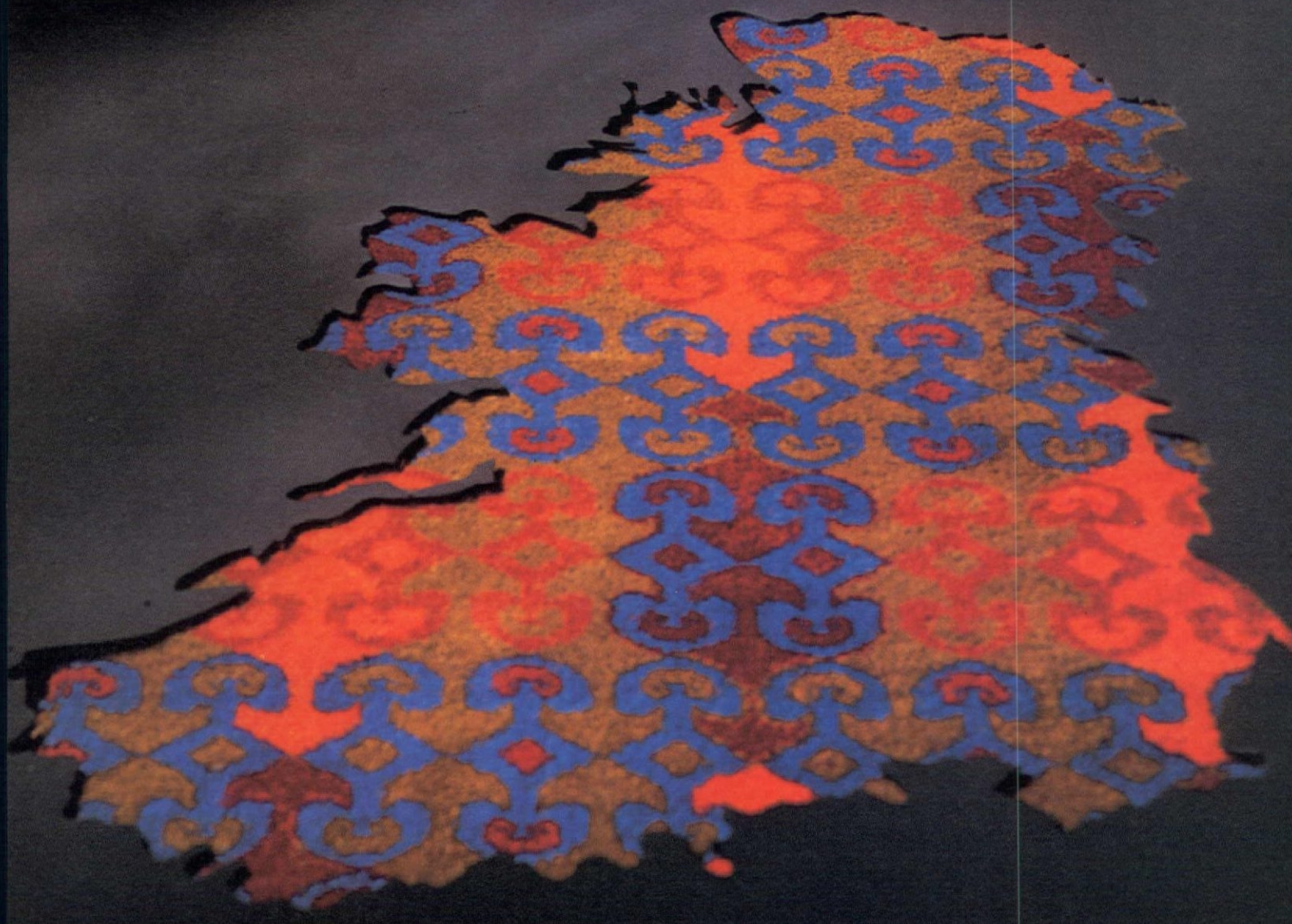
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navan

CARPETS

This is "Killarney"—an axminster made of 80% wool and 20% nylon in Ireland.
Available in custom colors and designs in a wide range of specifications
in minimum quantities of 500 square yards. Write for further information.

Navan Carpets Inc., 919 Third Avenue, New York, N.Y. 10022. Telephone (212) 752-9117.

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NOW, SMALL-SCALE CARPET VISUALS THAT WORK ON A GRAND SCALE.



Geometric beauty. Cut-pile luxury. Antron® III nylon durability. Now Armstrong combines these superior qualities to bring you an elegant collection of commercial carpets. Introducing The Committee Series™. Using predyed yarns, each pattern is tufted from the surface to the backing—not just printed on. So the rich visuals in Committee retain their color fidelity regardless of the traffic. DuPont Antron III effectively controls static and resists soil in a dense ⅛" gauge construction. The added features of heavy pile weight, close stitch rate, and 2-ply heat-set yarn make this carpet a total performer—as durable as it is beautiful. And all 21 vivid color-coordinated geometric patterns are in stock for immediate shipment. In a quiet boardroom or a busy open plan office, nothing accents your design on a grander scale. For full-color literature, write Armstrong, Dept. 19XCT, P.O. Box 3001, Lancaster, PA 17604.

FROM THE INDOOR WORLD® OF

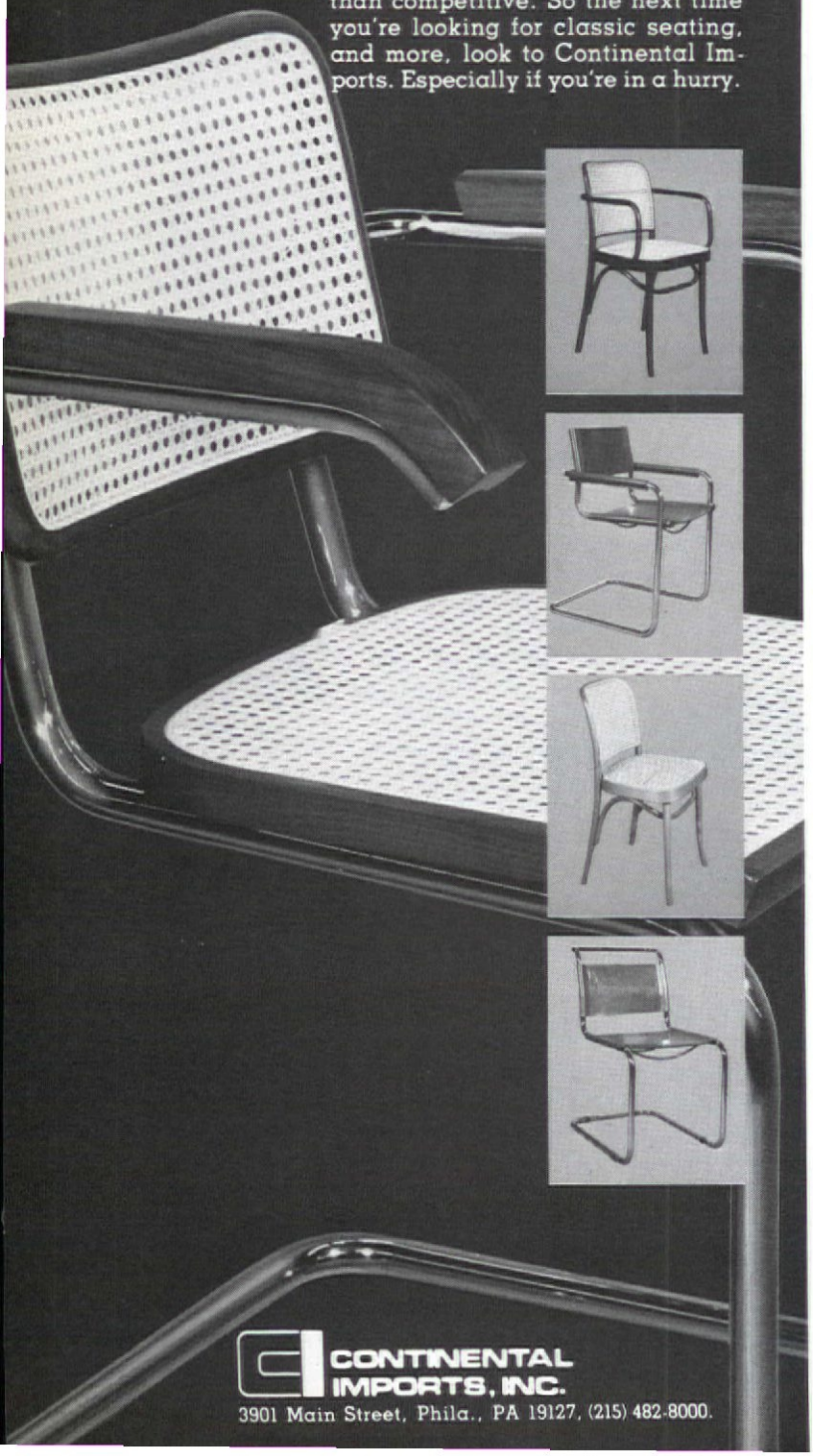
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PEOPLE/NEWS



Webber

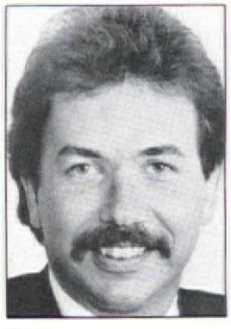


Hansen

Women In Design International has elected artist **Helen Webber** (shown) to President and **Fani Hansen**, AIA, (shown) to Vice President. Webber is Chairman of the Board, Heron International; Hansen is a California architect.

Consumer Products Division, Recticel Foam, opened national headquarters at 661 Highland Ave., Needham Heights, MA. The facility will house its national sales force, marketing, and administrative staffs. Formerly Ludlow Carpet Cushion, Consumer Products is now a division of Recticel.

Barry K. Slack (shown) has been named Director of Design for Robison + Associates. The firm recently was selected to receive a dealership for Knoll International.



Slack

Judy Odland, Director of International Sales at Shelby Williams Industries, has been elected Vice President. **A. Ray Morrison** has been appointed President of Madison Furniture.

Bill Seidel, formerly Vice President/Sales at ICF, has moved to Singapore to form an organization that will develop the furniture industry in the Far East. The firm will have new products for export, as well as import, and will set up licensing agreements with American and European manufacturers.



Haas



Puschel

Board of Directors of Inter-Royal has elected **Kenneth J. Haas** (shown) to President and Chief Executive Officer.

Philip P. Puschel (shown) is President and Chief Executive Officer of F. Schumacher.

Amoco is expanding production of its Bainbridge, Ga., production plant in response to the demand for Marquesa Lana BCF olefin carpet yarns. President **Earl M. Honeycutt** reports additional expansion will eventually double production figures up to an annual 80 million pounds.

Lynn Barksdale Abbott has joined Intraspace Designers, Jacksonville Fla., as Senior Design and Project Manager.

John E. Cole, AIA, has been appointed Director of Design Collaborative, a space planning and interior design firm.



The Tee Console designed by J. Wade Beam

BRUETON

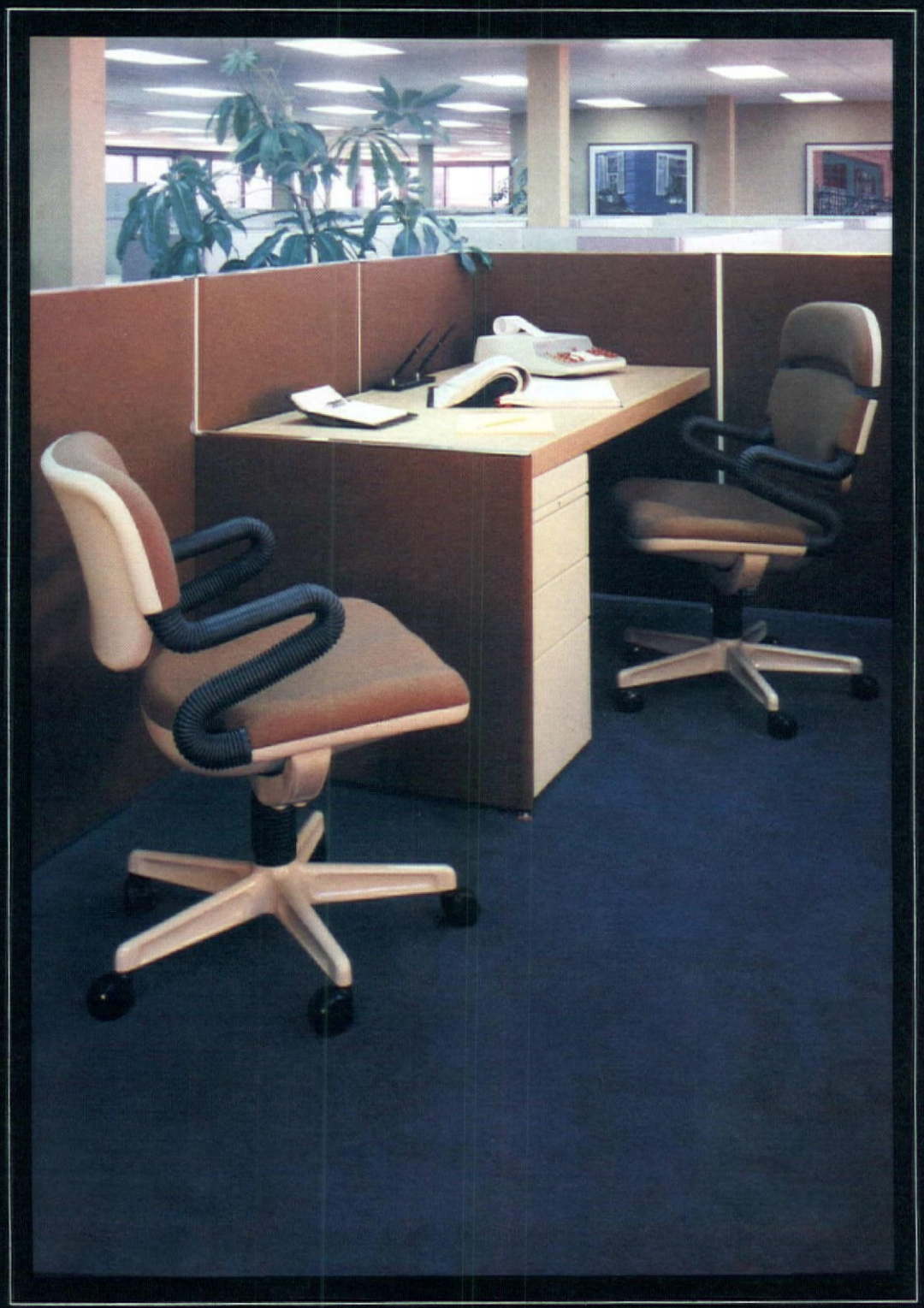
NEW YORK 979 Third Avenue, D&D Building • **CHICAGO** 946 Merchandise Mart • **MIAMI** Space 207 D&D Center
DALLAS 230 Decorative Center • **DALLAS** contract showroom Space 645 World Trade Center
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photo: Peter Paige

Circle 52 on reader service card

Vertebra®

The most advanced seating system





Sit up



Tilt forward



Relax



Tilt backward

Designed by
Emilio Ambasz
Giancarlo Piretti
(The Center for
Design Research
and Development)

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Patents Pending Worldwide
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U.S. Patents 3982785, 4046422,
4084850, 4131260, D249404-07,
D249415-17, 4157203
Patented in Canada 1977, 1978
Other Patents Pending

The first chair to react *automatically* to your seating requirements... for healthful support, for more comfort, for greater productivity

Vertebra... undisputed leader in the new generation of ergonomically designed seating. It reacts *automatically* to your changing seating needs, providing complete freedom of movement.

Simply **relax**... and the seat slides forward while the backrest tilts backward; or **sit up**... and the chair automatically adopts a more comfortable upright position; ***lean forward***... and the seat and backrest tilt downward 6°; activate a release and **tilt backward** 12°... it permits you to stretch and relax.

Vertebra is the first seating system to deal scientifically and aesthetically with the special requirements of the seated worker. Its simple, ingenious mechanisms require virtually no attention. They are covered by protective bellows which serve as armrests on some models.

Since no two anatomies are alike, these mechanisms react independently to provide optimal weight distribution and continuous lumbar support for the comfort and efficiency of the widest variety of workers.

Test these unique operating principles at your dealer. They are available on stacking Institutional chairs, pedestal base Operational, Managerial and Executive models for the office, plus Tandem versions for lounge and waiting areas.

Krueger is exclusive licensee of OPEN AfK B.V. for production and distribution of its products in the United States and Canada. For Vertebra literature and the name of your nearest dealer, contact:

krueger

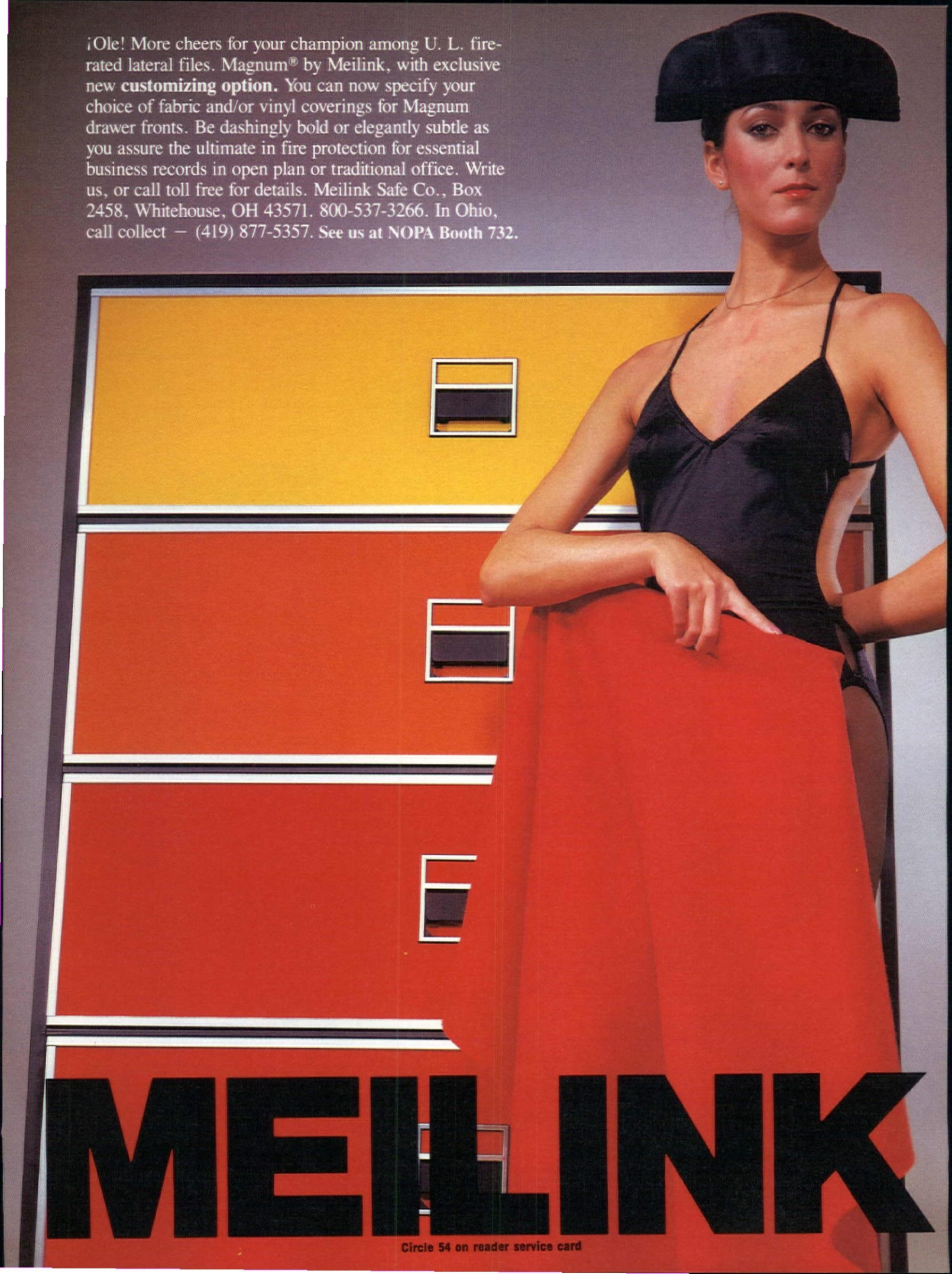
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Los Angeles (213) 659-2133



Vertebra Managerial Chairs
Bank of America, Los Angeles
Designer: In-house

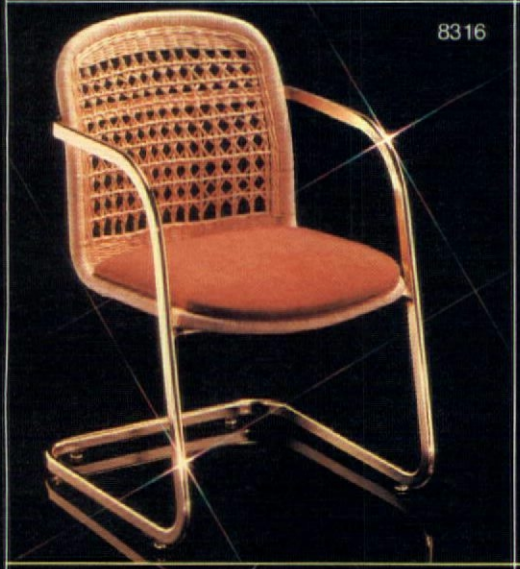
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Circle 54 on reader service card

TOP BRASS.

Shelby Williams' new line of polished brass chairs adds a touch of brass to any surrounding. The stylish oval tubing gives them the contemporary feel that's right in line with modern designs. And it's been epoxy powder coated to resist tarnish. The warm feeling of brass is available with cushion back or wicker back, for a variety of applications. Shelby Williams brass chairs. See them at your nearest Shelby dealer.







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For a complete catalog, write on your company letterhead to:
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Compaxx™ clears the desks

We asked executives and office workers what they wanted most in desk accessories. They said (1) organization, (2) easy access, (3) space savings and (4) eye appeal.

We asked designers and they told us (1) crisp styling, (2) freedom from the clutter which detracts from a designer's original visual concept and (3) client acceptance.

We asked. Then we created Compaxx.™

Calendar, memo pad, pencil cup, tape dispenser, magnetic paper clip dispenser, utility scoop in one compact, superbly conceived organizer. Plus internal space for irksome odds 'n ends. Optional ashtray or card file fits right in.

The look is timeless. Functional. In "right" colors to blend with any office environment.

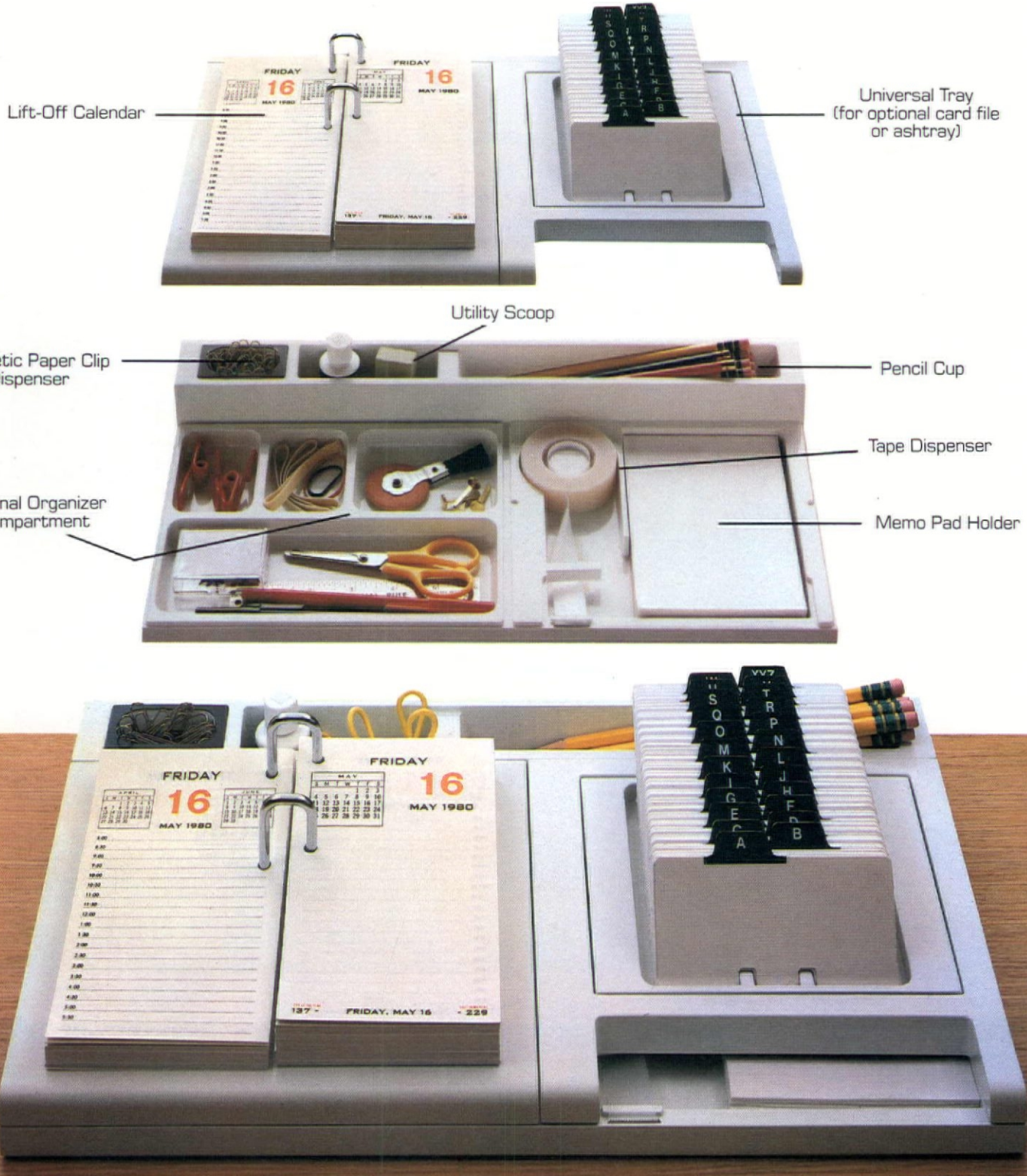
Compaxx is a specification your clients will appreciate.

Visit Tenex at NOPA . . . Exhibit 2418.

Tenex

Tenex Corporation
1850 E. Estes Ave., Elk Grove Village, IL 60007
Phone (312) 439-4020

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Available in Black, Brown, Putty, White. Shown with optional card file.

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IT NEVER LOOKED BETTER

Introducing DF, Castelli's latest in Executive and Conference seating. A high-back, swivel-tilt armchair and a proportionally scaled down version, fully upholstered over injection molded polyurethane with base in integral skin polyurethane.

Summit table series, featuring the Summit segmented blade and leg base system in a variety of configurations with a selection of tops in natural veneer and laminates.

Shown with Summit tables are the DF seating and the 106 and 306 office chairs.

Circle 57 on reader service card

Castelli Furniture Inc.
950 Third Avenue, New York, N.Y. 10022
Tel: 212/751-2050

Showrooms and representatives in: Alexandria, Atlanta, Boston, Cincinnati, Chicago, Dallas, Denver, Hartford, Indianapolis, Jackson Miss. Jackson Ms. Los Angeles, Leawood, Lowell, Miami, Minneapolis, Mobile, Monroe, New York, Norristown, Pas Christian, Piqua, Pittsford, Portland, Salt Lake City. San Francisco, San Juan, St. Louis, Youngstown.

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PEOPLE/NEWS



Payne

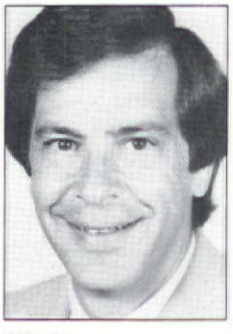
Marlee Payne (shown) has assumed the new position of National Account manager for Coral of Chicago.

Cooper Architectural Signs announces reorganization of its sales staff, according to **David Rothstein,** President.

Paul Campbell was appointed District Manager for Corry Jamestown in the New Jersey and New York metropolitan area.

Gerald P. Carmen has been sworn in as Administrator of the U.S. General Services Administration.

Peter McCormick, Duane M. Robinson, and **Stewart Wyler** have announced their partnership and continuing architectural and interior design services under the name of Planning & Design Concepts. Offices are located at 1719 Union St., San Francisco, CA 94123.



DiPaolo

William DiPaolo (shown) is Assistant General Manager of the Southern Furniture Market Center at High Point.

William Scott Tinsley has been promoted to National Sales Manager for Meadowcraft Casual Furniture.

Wellco Business Carpet has appointed **Susan Decker** as Contract Specialist.

Lester Lavyne has joined Bowater Carpets USA Ltd. and will represent product lines throughout the New York metropolitan region.



Cutler



Nelson

Barry Cutler (shown) has formed Cleantronics for commercial carpet care. Firm is located at 19 Washington Rd., Princeton Junction, NJ 08550.

Albert R. Nelson (shown) to Export Coordinator for Vogel-Peterson.

Kenneth Parker Associates has won the 1981 Award for Excellence in Rehabilitation for the Drexel Building. Judging was sponsored by the Old Philadelphia Development Corp.



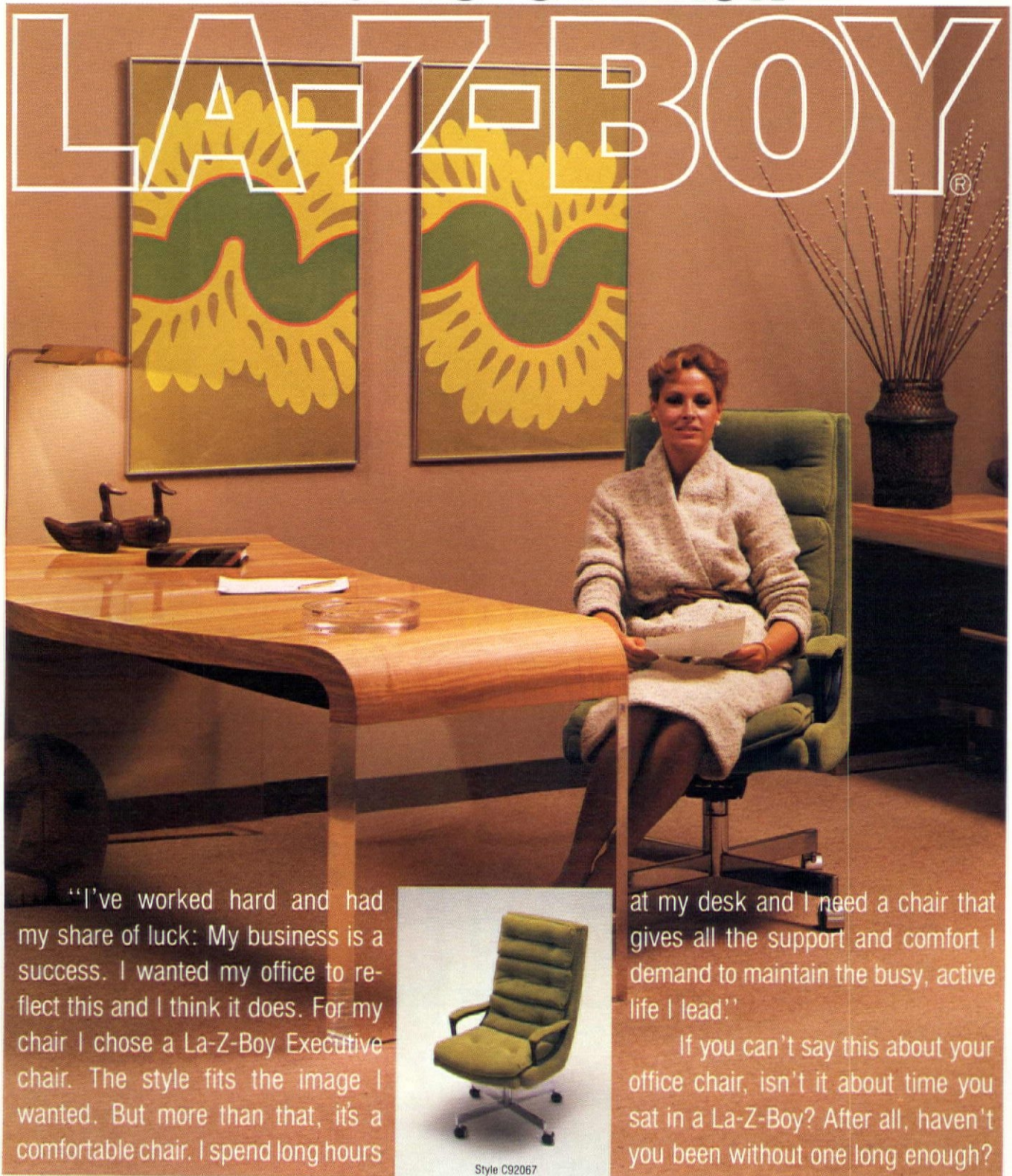
Kitchen



Carlisle

Chromcraft has named **Harry Kitchen** (shown) to Regional Sales Manager and **Marvin Carlisle** (shown) to Sales & Marketing Administration Manager, both for the Contract Office Furniuture Division.

HER CLOTHES ARE FROM PARIS. HER TITLE IS PRESIDENT. HER OFFICE CHAIR IS A LA-Z-BOY®



"I've worked hard and had my share of luck: My business is a success. I wanted my office to reflect this and I think it does. For my chair I chose a La-Z-Boy Executive chair. The style fits the image I wanted. But more than that, it's a comfortable chair. I spend long hours at my desk and I need a chair that gives all the support and comfort I demand to maintain the busy, active life I lead."

If you can't say this about your office chair, isn't it about time you sat in a La-Z-Boy? After all, haven't you been without one long enough?

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ACCESSORIES AND VLADIMIR KAGAN DESK AND CREDENZA AT ROZMALIN SHOWROOMS, CHICAGO AND TROY, MICHIGAN

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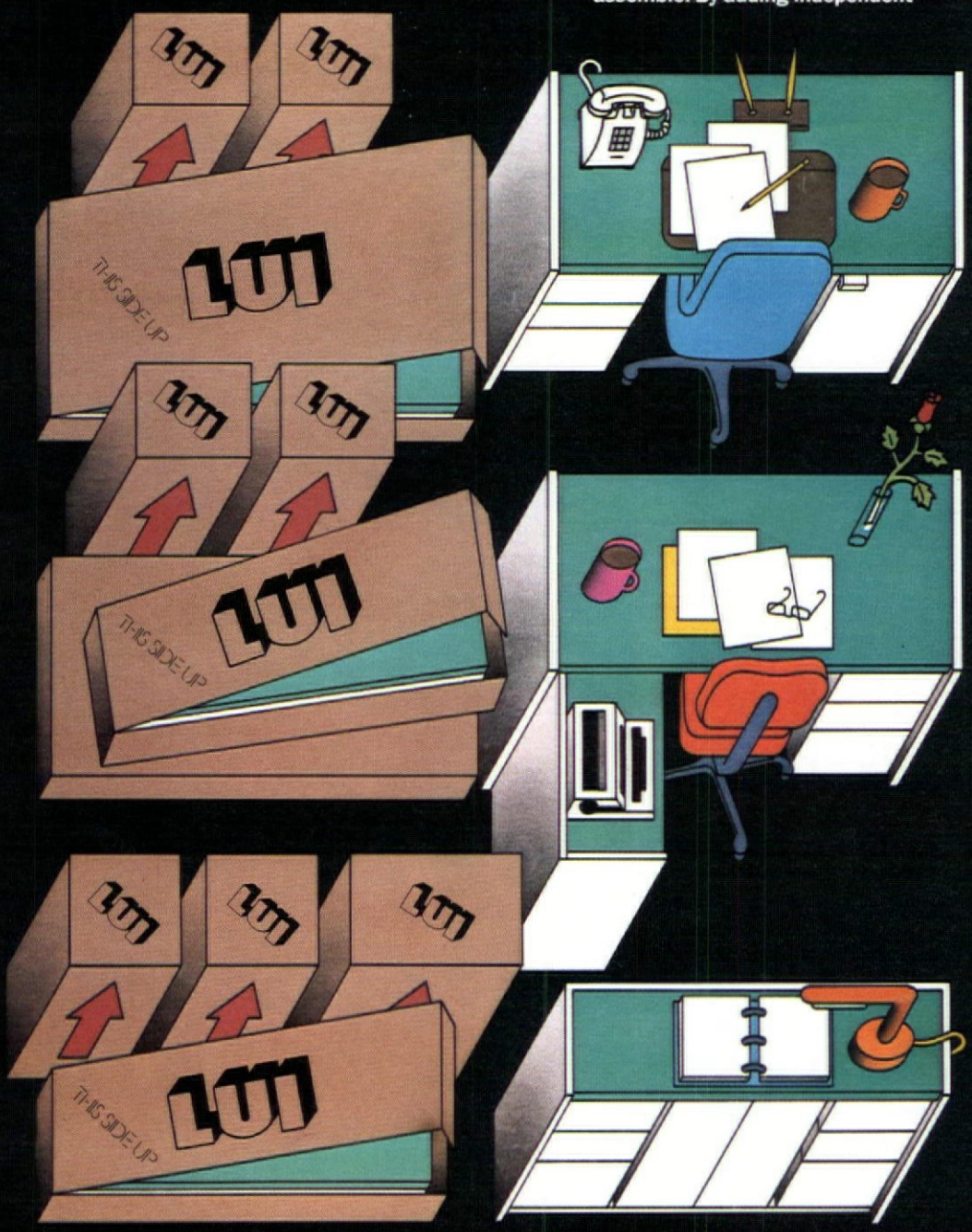
THE K/SERIES

The most versatile office desk system to come in a box.

The K desk. A new concept in a flexible office unit. It's small on space. Big on function. The K desk compact shipping design saves one-third the warehouse space. This allows you to store more desks in less space. Its small size doubles truck capacity and allows 5 or 6 desks to fit in any elevator. This makes for easy delivery. And reduces handling damage. Set up is a snap. The nuts and bolts of it is, there are no nuts and bolts. It only takes one screwdriver and five minutes to assemble. By adding independent modules to your basic unit, you can create a variety of functional configurations.

Create the executive desk. It's comprised of a basic unit plus two functional modules. Or the executive credenza. A basic K desk unit plus two or three modules, including drawers, files, and cabinet. With the K secretary desk, you don't have to know your left from your right. The flexibility of your basic desk gives you the option of a left or right return. And all of these functional pieces are available in creative colors. From subtle pastels, bold solids and patterns, to rich wood grain and leathers.

Call your local LUI rep about the new K Series desk, and when he calls on you, open up. It's opportunity knocking.



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The possibilities are unlimited.

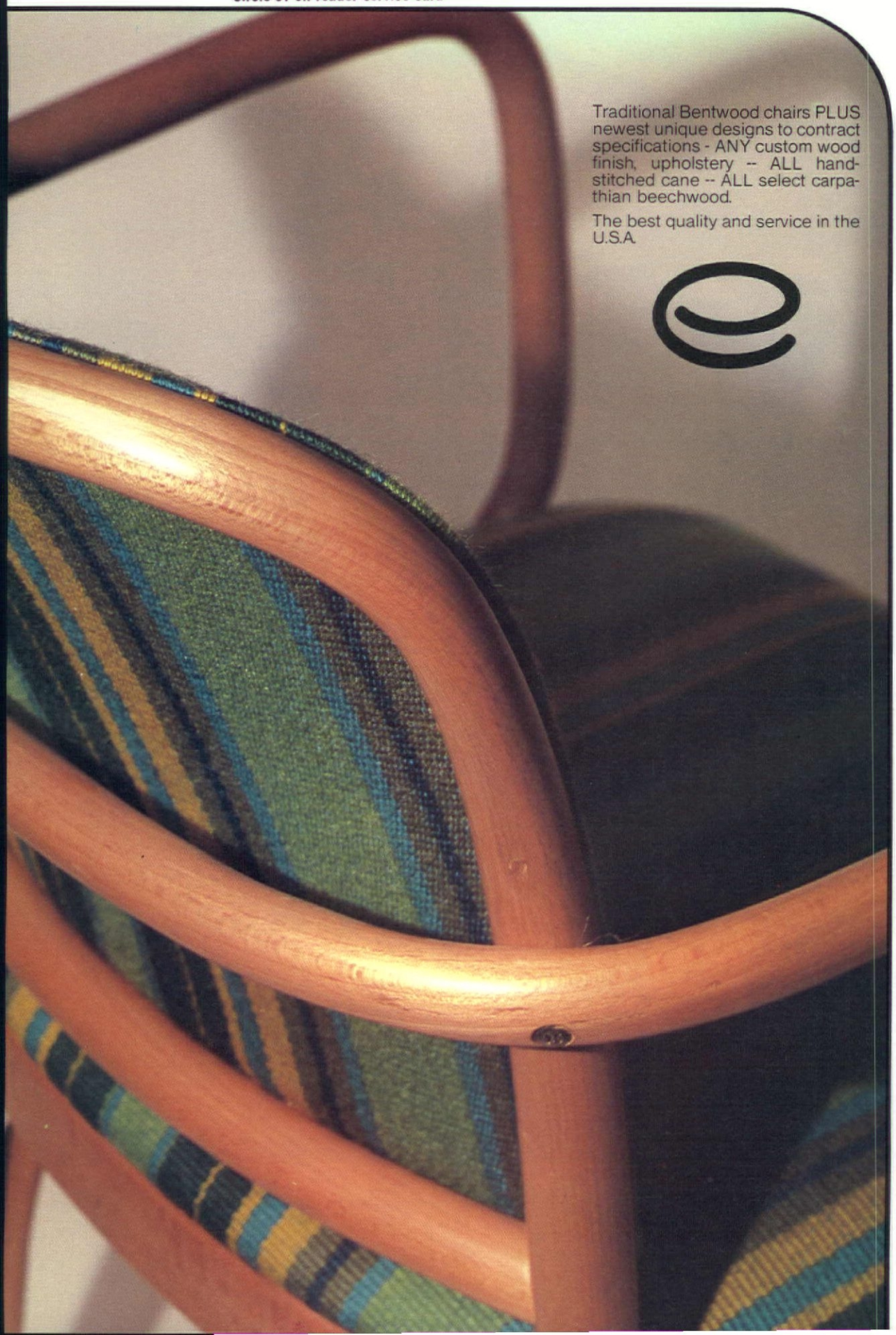
LUI

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EMPIRE STATE CHAIR CO., INC.

Factories: Haverstraw, New York 10927 - Atlanta Georgia 30325
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Traditional Bentwood chairs PLUS newest unique designs to contract specifications - ANY custom wood finish, upholstery -- ALL hand-stitched cane -- ALL select carpathian beechwood.

The best quality and service in the U.S.A.



2811/1



811



1811



444



1897



2001



Growing with the Northwest.

Design Center Northwest is at the core of the interior design industry, serving the steadily-growing Northwestern United States, Western Canada and Alaska. To meet the design needs of these major growth areas, Design Center Northwest is expanding.

A dramatic multi-story building will expand the Design Center to over 345,000 square feet of inviting showroom space. It will utilize sheer, dramatic expanses of interior glass, magnificent plantings, and four separate atriums connecting to a two-story central garden court...all designed for people, in a complimentary working environment.

The Design Center Northwest expansion...meeting the needs of the growing Northwest, your clients and the industry. Now leasing for occupancy beginning Spring 1982.

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DESIGN CENTER NORTHWEST

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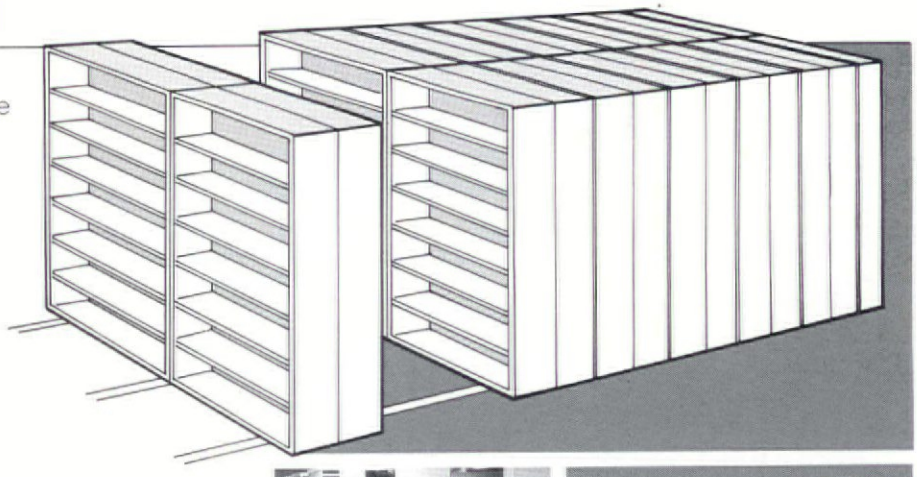


Circle 63 on reader service card

Angle Steel adds Data-Case™ line of high density filing systems and we're inviting you

to help us penetrate this fast growing market where the average sale has increased to over $15,000.

And is still climbing!



We're looking for dealers who want to take advantage of what may be the best profit opportunity in the business today — the market for mobile and stationary filing systems that increase capacity up to 400% in the same floorspace.

With office space at an all-time premium, and no end in sight to the need for records storage, it's easy to see why the demand for high density systems is steadily increasing — and why so many dealers are on the lookout for quality lines to satisfy that demand.

But why Data-Case?

SELL DATA-CASE WITH TOTAL CONFIDENCE

The Data-Case line includes a complete range of components that equip you to satisfy virtually any filing application; library, medical, EDP, legal or standard in a wide choice of contemporary colors. All from a single source.

But, what about quality?

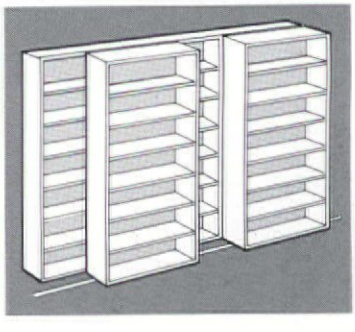
Data-Case components are completely fabricated from cold-rolled steel — no particle board or aluminum. Double-wall end panels far exceed industry load bearing requirements, rigid 18 gauge steel shelves support full loads easily without sagging, and the units are mounted on heavy duty 16 gauge bases. This sturdy construction means the kind of long-lasting trouble-free operation that minimizes after-sale service.

DEAL WITH A SUPPLIER WHO KNOWS WHAT YOU NEED

The Data-Case line may be new to Angle Steel, but Angle Steel is definitely not new to the business. We've been manufacturing and marketing durable metal furniture for over 70 years. So we know from experience, just the kind of support you need from us to profit from handling our lines.

The Angle Steel program includes support with advertising and promotion, free room layout and planning services, assurance of quick delivery from factory stocks, and a pricing structure that demonstrates our interest in finding the right dealers.





TAKE THE NEXT STEP— GET THE WHOLE STORY

There's a lot more to learn about Data-Case and Angle Steel. We'd like to send you a free information kit with literature on the product line, specifications, pricing and terms, and more. Just circle our number on the reader service card or call us at (616) 685-6913 for a quick preview from our Data-Case representative.

ANGLE STEEL™

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PLAINWELL, MI 49080
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DIVISION OF KEWAUNEE SCIENTIFIC EQUIPMENT CORPORATION

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introducing the

Contact Collection



comfort in system seating

artopex

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Telex 05-25849
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E L L I P S E

For more information
on the Ellipse Chair
contact:
Hayes
1036 47th Avenue
Oakland, California 94601
415 534-4511



H A Y E S

Circle 65 on reader service card

YOU CONTROL THE COLOR. MOHAWK CONTROLS THE QUALITY.



The Mohawk Custom Axminster System offers you your choice of color and pattern on as little as 250 square yards of carpet.



The Design Inspiration Collection.

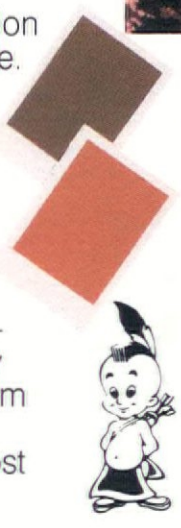
This is the custom Axminster system that delivers precisely the carpet you have in mind—because you call the shots.

We put a palette of 150 high-fashion colors at your command, and give you a choice of 12 beautiful Axminster patterns in broadloom carpet. That gives you the styling control to create a perfect match for any interior, an elegance only magnificently styled Axminsters can deliver.

Monsanto's fourth generation Ultron Z nylon—the long-wearing, soil-shedding nylon that beautifully captures the aesthetics of wool—assures superior in-place performance. And for even greater control of maintenance, we give you Scotchgard protection.

But the Design Inspiration Collection doesn't stop there. We know that many customers demand wool carpet. Mohawk has an outstanding 80% wool-20% nylon blend—in the same 150 superb colors.

Our 103 years of Axminster production experience, and our strict quality standards mean your custom Axminster will be ruggedly constructed to meet the most critical end-use demands.



The new Custom Axminster System from Mohawk gives you what you want. Total control. **Contact your local Mohawk representative today.**

MOHAWK Carpet®

57 Lyon Street
Amsterdam, New York 12010

a Mohasco company

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furniture selected for America's outstanding contract installations.

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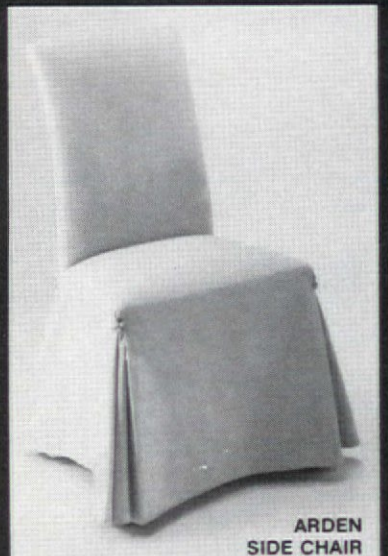
LA RUE SIDE CHAIR
Lacquered



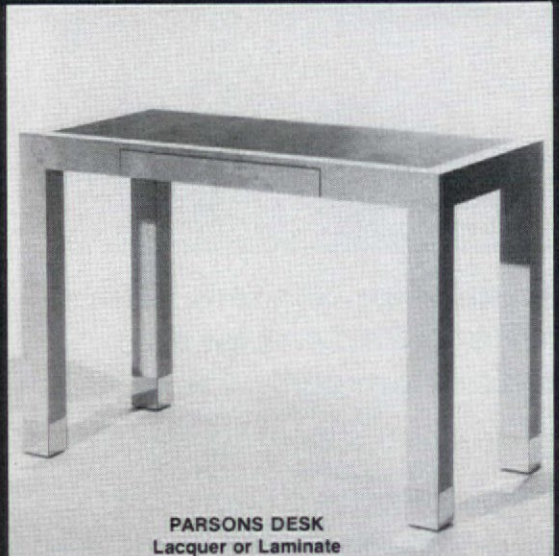
ARVELLE BERGERE



WATERGATE ARM CHAIR
Jean-Louis Restaurant,
Washington, D.C.



ARDEN
SIDE CHAIR



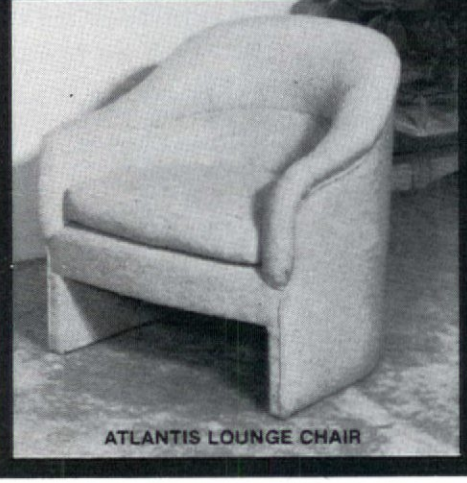
PARSONS DESK
Lacquer or Laminate



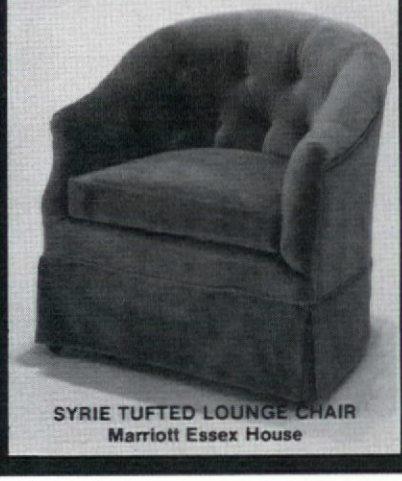
BALLOON ARM CHAIR
in rattan



BELAIR TUB CHAIR



ATLANTIS LOUNGE CHAIR



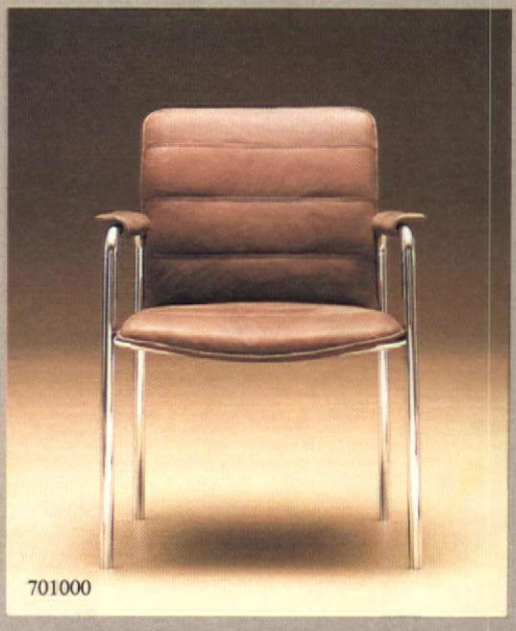
SYRIE TUFTED LOUNGE CHAIR
Marriott Essex House

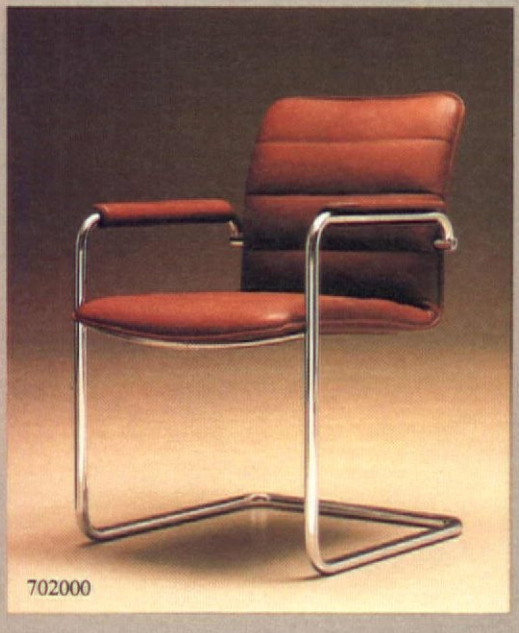
Circle 67 on reader service card

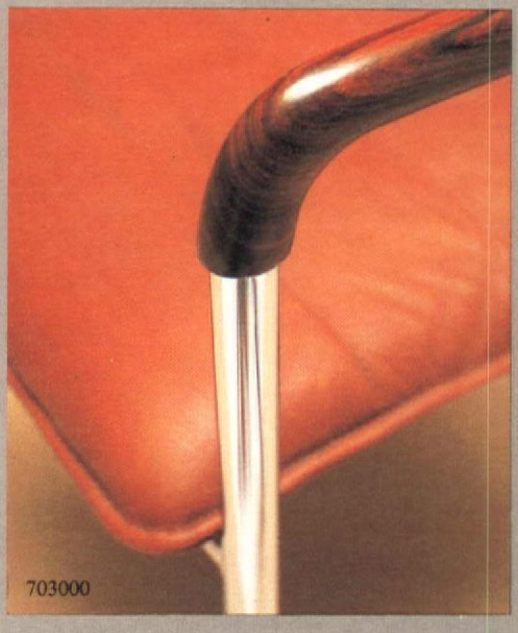
artCollection

Series: GAMMA Licensed from Dreipunkt/Germany, Design by Dreipunkt Ac-team









Gamma is a collection of office seating designed for the unique combination of efficiency, comfort and simplistic beauty. The clean European styling adds a light elegant feeling to any modern work area. And, when combined with any selection of our Conference Group tables a perfectly coordinated working environment is easily achieved.

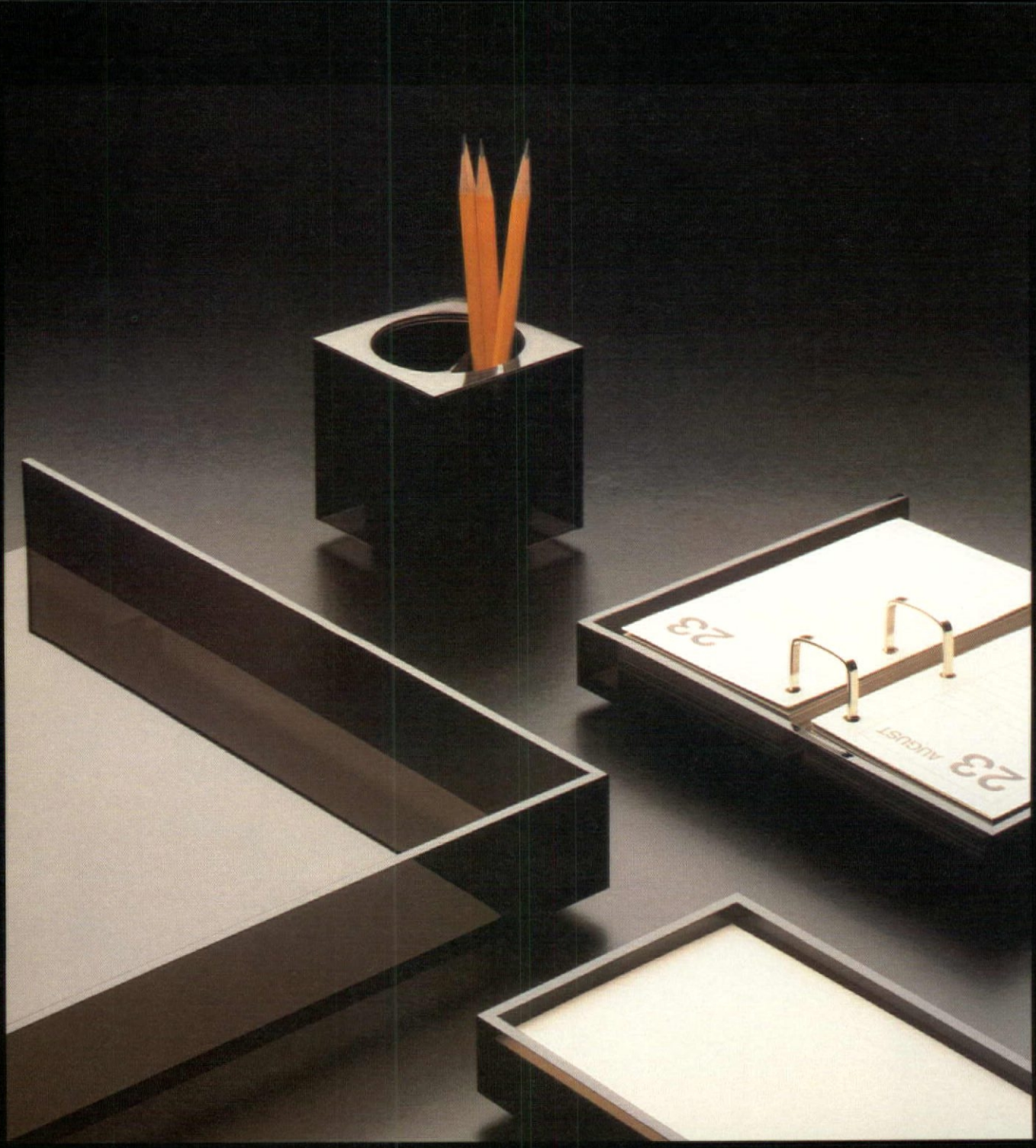
Made in United States and Canada by

DAVIS FURNITURE INDUSTRIES INCORPORATED

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Some things don't have to be explained.

Such as Reflection 2000™ by Eldon.®

It may well be the ultimate statement in desk accessory design. You can see how the sheer, flawless lines and rich colors combine to create an impression of elegance that is timeless in its appeal.

You can also see why Reflection 2000 has become the definitive answer for so many companies and decorators.

Now all you have to see is your office products dealer who can show you Reflection 2000 in all its colors, as a 4-piece set or as a complete accessory line.



However, the surprisingly affordable price may take some explaining.

Eldon® Office Products
1130 East 230th St.
Carson, CA 90745 | (213) 518-1600
Division of Eldon Industries, Inc.

Eldon makes the difference.™

eldon

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brayton international collection

sirino: design by michael knoll — walter k. collection

HEADQUARTERS: P.O. BOX 7288, HIGH POINT, N.C. 919/434-4151, TELEX 578431

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DALLAS	214/747-7130	LOS ANGELES	213/652-5450	ST. LOUIS	314/241-8431

Circle 70 on reader service card

Chances are, you look very closely at carpet fiber, texture, and face in your search for a carpet that will look good and wear well for a long time.

The fact is, however, that even the best carpet available won't hold up very long if the carpet backing doesn't. And, many backings don't.

Fortunately, there is a unique alternative. VORACEL* urethane unitary carpet backing. From Dow Chemical U.S.A.

VORACEL backing is unlike other types of carpet backing. It is applied directly to the primary backing during the manufacturing process. So the urethane thoroughly penetrates the yarn tufts and locks them in, to form a totally integrated carpet.

The result is a dramatically longer wearing carpet.

For example, carpet with VORACEL backing and other backings were subjected to tests simulating grueling office traffic and wear. When all the other samples had either delaminated or shown signs of wear, the carpet with VORACEL backing was tested 30% longer — and still showed no measurable signs of wear.

The reason is the strength of urethane tuft lock. That's why fibers won't pull out. Edges won't ravel. Seams and repairs are virtually invisible.

Wet cleaning won't accelerate delamination nor resoiling. And, moisture, mildew, and mold won't penetrate the VORACEL backing the way they do backings made with water-based latex compounds.

All of these benefits contribute to exceptional wearability. That's one reason why thousands of yards of carpet with VORACEL backing have been installed in offices, airports, schools and lodging facilities — even in sports arenas.

Look at the facts behind VORACEL backing, you'll see the proof for yourself.

Write for our free brochure: Dow Chemical U.S.A., Organic Chemicals Department, 9008 Building, Midland, Michigan 48640. Or call toll-free: (800)248-9160. In Michigan: (517)636-6251.

Or, contact one of the mills offering carpet with VORACEL backing:

Berven of California (209)268-0771
Galaxy Carpet Mills (312)593-0555
Trend Carpets (404)291-5000
Wunda Weve Carpets (803)298-9116

VORACEL carpet backing. Without it, even the best fiber may not be enough.

VORACEL*
Brand Urethane Unitary Carpet Backing



VORACEL urethane backing penetrates the yarn tufts and locks them in. That produces a totally integrated carpet with high tuft lock and exceptional wearability.

Take time to look at the carpet backing, too.

DOW

*Trademark of The Dow Chemical Company

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Artemide

Pluralis/Reglarflex®

Sales Headquarters:
Artemide Inc.
150 E. 58 Street, New York NY 10155
Telephone: (212) 980•0710

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Area Representatives: Philadelphia (215) 227•7100/Atlanta (404) 233•4195 Indianapolis (317) 788•4737/Chicago (312) 828•0020/San Francisco (415) 421•1877/Miami (305) 573•0687 Minneapolis (612) 874•6600/Boston (617) 423•0040/Los Angeles (213) 421•1877/Dallas (214) 651•1556 Jackson (601) 362•8062/Portland (503) 281•5013/Denver (303) 455•3666 Kansas City (816) 252•6728/St. Louis (314) 241•0012

Pluralis stack, office and tandem seating system evolves from a unique seat shell which combines the latest expression in Italian industrial design with the unequaled structural strength and properties of the Reglarflex® material.

Shown: Pluralis stacking and ganging chair. Seat shell in Reglarflex®. Available in white, green, dark brown and Chinese red. Underframe and legs in black epoxy coated steel. Accessories such as armrests, tablet arm, bookrack, dolly and ashtray are available.

Reglarflex® is the reinforced polypropelene developed and patented by Artemide. Reglarflex® is particularly suited for seating that, for practical maintenance reasons, does not require upholstery, but does require comfort equal to upholstered seating. Reglarflex® colors, integrated in the material, have great brilliancy and chromatic stability. Reglarflex® has been tested according to ASTM D-635-75, Standard Method of Test for flammability of self-supporting plastics.



Photo: Aldo Ballo
Design: Vignelli Associates

A Chair For All Reasons...

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All the beauty of brick you could ever want. All the practicability you could ever need.

New PermaBrick redefines everything you've thought about brick for high traffic flooring.

Today, a special technique transforms natural earthen materials into the most indestructible and impervious brick available for high traffic flooring. PermaBrick acrylic-impregnated brick. The easiest brick ever to install and maintain.

And, as a result, far more beautiful than any brick made:

Rich, warm colors that feel good. Vibrant, natural colors. Fashionable, earthtone colors.

A hand crafted character with infinite variations in shading.

And added dimensions that a builder, designer, and architect might also call beauty:

For example, PermaBrick is 100% more durable than epoxy terrazzo, yet costs less than pavers, ordinary bricks, and epoxy terrazzo based on life cycle costs.



It measures a mere 5/16" thick, yet has over 60% more breaking strength than ANSI standards specify. And it's thin enough to integrate fine wood flooring like PermaGrain into custom designs.

PermaBrick is naturally impervious to water and virtually every stain. It stays beautiful — damp mop or spray-buff. And never needs wax or resealing.

From troweling to grouting, PermaBrick can be installed in a single day and used almost immediately.

And wherever the installation — whether indoors or out — PermaBrick is slip resistant, freeze-thaw stable, and fireproof.

Judge PermaBrick for yourself.

Samples, complete specifications, and a comparative life cycle cost analysis are a free phone call away. Call 1-800-447-1980, Sweet's toll-free Buyline, for the name of your nearest PermaGrain representative. Or write to us at the address on the left.

PERMAGRAIN PRODUCTS, INC.

22 West State Street, Media, Pa. 19063 (215) 565-1575

Circle 74 on reader service card

Function at the

Some open office manufacturers give you the promise of design freedom, but Westinghouse delivers.

Consider our new ASD+ Open Office System. It's a whole new look—with numerous design options to increase your planning flexibility.

How ASD+ expands your design options.

ASD+ gives you more components to choose from than any other system. Yet you need fewer actual parts to create a work station. You won't find this kind of engineering simplicity with



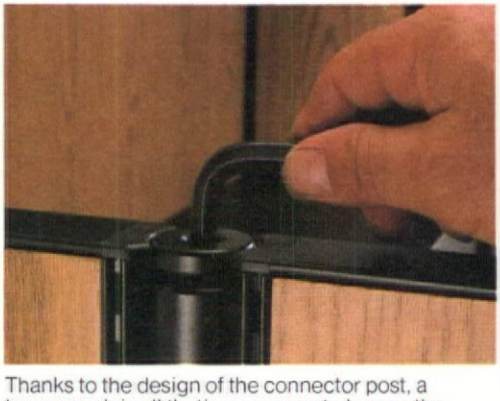
competitive systems.

And there's more. Like cleaner lines than ever before. An array of new fabrics and colors. And bold new additions such as a red oak veneer finish for executive offices. In total, the Westinghouse ASD+ Open Office System gives you design freedom that can't be matched.

Some ASD+ advantages.

When you recommend Westinghouse, you get the resources you expect from a major corporation. Like scientific and technical contributions from the Westinghouse R&D Center and help from our specialists in such fields as human resources, lighting, and HVAC systems.





Thanks to the design of the connector post, a hex wrench is all that's necessary to loosen the top of the post and remove or rearrange panels. It's the ultimate in rearrangement flexibility.



Wood panels and work surfaces combine to give the executive secretarial station a warm, rich look. And matching lateral files hang at the proper height for instant access to materials.

top of its form.



Technical sales support.

Each Westinghouse technical consultant is an expert at explaining all the ASD+ options. Your most adventurous design is a challenge we can help you respond to with speed and understanding. And if you've got a special problem, we'll work with you to find the solution.

And a money-saving bonus for your clients.

ASD+ can dramatically increase productivity within an office to satisfy the economic demands of your clients.

A typical work station uses up to 20% less space than a conventional office and saves up to 97% on rearrangement costs. And its lighting system saves substantially on lighting energy, too.

Of course, each work station can help increase employe productivity because it's tailored to individual needs.

That's ASD+: design freedom and simplicity for you. Cost savings for your client. Comfort and increased productivity for employes. Anywhere in the world.

For more information.

Write Westinghouse Architectural System Division, 4300 36th Street, S.E., Box 8829, Grand Rapids, Michigan 49508. In Canada, call collect (416) 362-7796.

Westinghouse Open Office System

Making more people more productive in less space at lower cost.

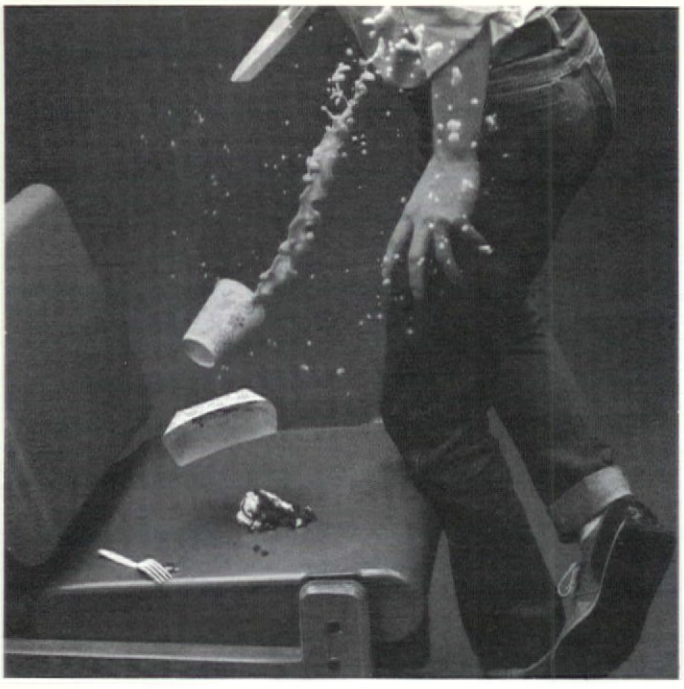


This middle manager's office uses the Westinghouse Paper Management System, a series of trays and supports designed to organize office paper work.



ASD+ panels have power and communications built in, with outlets that "plug in" where needed, allowing greater design freedom in planning the office environment.

Circle 75 on reader service card



coffee klutz? *Coffee-jitters... food-fight-fears... sleepless over stains and rot and mildew? Relax. It's ModuForm.*

Proven virtually indestructible in psychiatric hospitals, college dorms and other uncertain environments, ModuForm lounge furniture has saved hundreds of harried budgets. Now the same seamless upholstery—many times as thick and tough and unsoakable as ordinary vinyl—is mated with solid oak frames and laminate tabletops in the new Modu-Frame™ System of sectional, occasional and geriatric components. The people who made comfort cost-effective now bring you the warmth of wood and the flexibility of systemization.



So why get tense about spilled snacks... or high-stepping heels or cigarettes on the seats? Just call (617) 345-7942, or write for our 12-color catalog.

relax... it's ModuForm.



MODU FORM

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COMING EVENTS

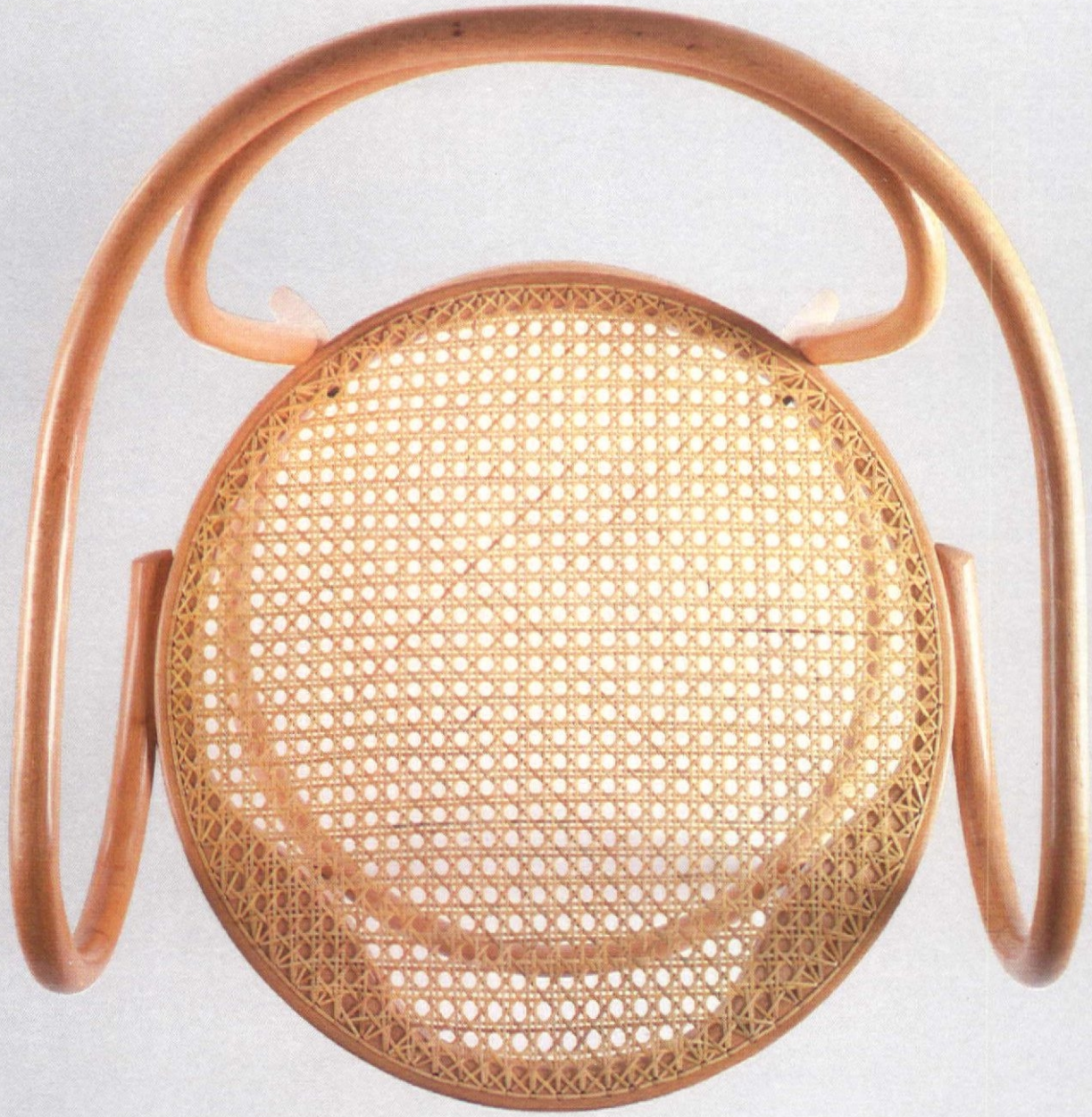
1981

September 24-27. Woodworking Machinery & Furniture Supply Fair. Los Angeles Convention Center, Los Angeles.
September 30-October 4. NOPA Office Show. McCormick Place, Chicago.
October 1-2, 1981. CONTRACT Magazine's 3rd Annual Conference on Corporate Facilities Planning, Design & Management By Computer. Halloran House Hotel, New York.
October 3-6. National Association of Food Equipment Manufacturers (NAFEM) 81 Educational Seminar & Exhibition. Georgia World Congress Center, Atlanta.
October 13-16. Second Annual National Conference. National Facility Management Association, Houston.
October 14-16. BIFMA Management Information Conference. Marriott Hotel, Grand Rapids.
October 16. IBD/CONTRACT Magazine Product Design Awards Dinner, New York New York Discotheque, New York.
October 16-17. Designer's Saturday. Member showrooms, New York.
October 16-22. National Casual Furniture Market. Merchandise Mart, Expocenter, Chicago.
October 24-25. Institute of Business Designers/Ohio Regional Chapter design conference and workshop. Hyatt Regency, Columbus, Ohio.
October 28-November 1. Industrial Fabrics Association International's 69th annual convention. Fairmont Roosevelt Hotel, New Orleans.
October 31-November 4. Industrial Designers Society of America Annual Conference. Century Plaza Hotel, Los Angeles.
November 1-3. Designing for Energy, AIA. Denver Hilton, Denver.
November 4-5. "Developing Corporate Strategy for the Workplace," seminar program. Facilities Management Institute, Ann Arbor.
November 4-8. Society of American Registered Architects 25th Anniversary Convention. La Mansion del Rio Hotel, San Antonio, Tex.
November 6-8. Design Assembly. Designer's marketplace, Philadelphia.
November 7. Designer's Trade market. Sponsored by Ohio South/Kentucky Chapter, ASID. Westin Hotel, Cincinnati.
November 7-13. NYMM New York Showrooms Show. New York Merchandise Mart, New York.
November 8-11. International Hotel/Motel & Restaurant Show. New York Coliseum, New York.
November 9-13. Lighting & Accessories Fall 1981 Show, New York Lighting & Accessories Center, New York.
November 10-12. International Energy Management & Facilities Improvement Show. Expocenter, Chicago.

Foreign Trade Shows 1981

September 18-23. Milan Furniture Fair (Salone del Mobile Italiano); Euroluce; SMAU. Milan Fairgrounds, Milan, Italy.
September 21-25. International Environmental Trade Fair. Jonkoping, Sweden.
September 24-December 28. Jack Lenor Larsen retrospective, Musee Des Arts Decoratifs. Pavillon de Marsan, Palais du Louvre, Paris.
October 6-9. Interior Decorators & Designers Association Decorex exhibition. Kensington Exhibition Centre, London.
October 19-25. International Furniture Fair. Valencia, Spain.
October 25-29. SAUDIBUILD—International Building & Construction Show. Riyadh, Saudi Arabia.
November 10-15. International Furniture Show. National Exhibition Centre, Birmingham, England.
November 15-19. International Exhibition of Design for Interiors (INSCAPE '81). Barbican Centre for Arts & Conferences, London.
December 6-10. Saudi Design 81. Exhibition Centre, Al Khobar, Saudi Arabia.
December 7-10. Inter-wood '81. Expo Center, Hotel de Mexico, Mexico City, Mexico.

The Bentwood Collection



Stendig

Stendig selects the best of bentwood for the perception of our time. These models are made at the original factory located at the edge of a vast Beechwood forest in Koritschan, Moravia (now Czechoslovakia). This factory was built in 1856 by Michael Thonet, on a site that was chosen for its proximity to the finest material available for the bentwood process. These Beechwood trees are still cultivated to produce a tougher, more durable wood with longer, straight grained fibers that withstand the stresses of bending. Original water and steam method of manufacture is still employed. Stendig Bentwood chairs are *hand-made* and *hand-caned* by craftsmen who continue in a heritage of pride in workmanship.

Stendig showrooms in Chicago, Los Angeles, Miami, New York. Other showrooms in Atlanta, Denver, San Francisco, Seattle. Representatives in major cities. Write or call Stendig® Inc., 410 East 62 Street, New York 10021 (212) 838-6050. Stendig Inc., a subsidiary of **Stendig International, Inc.**

Only U.S.G. offers you a beautiful ceiling for every project.

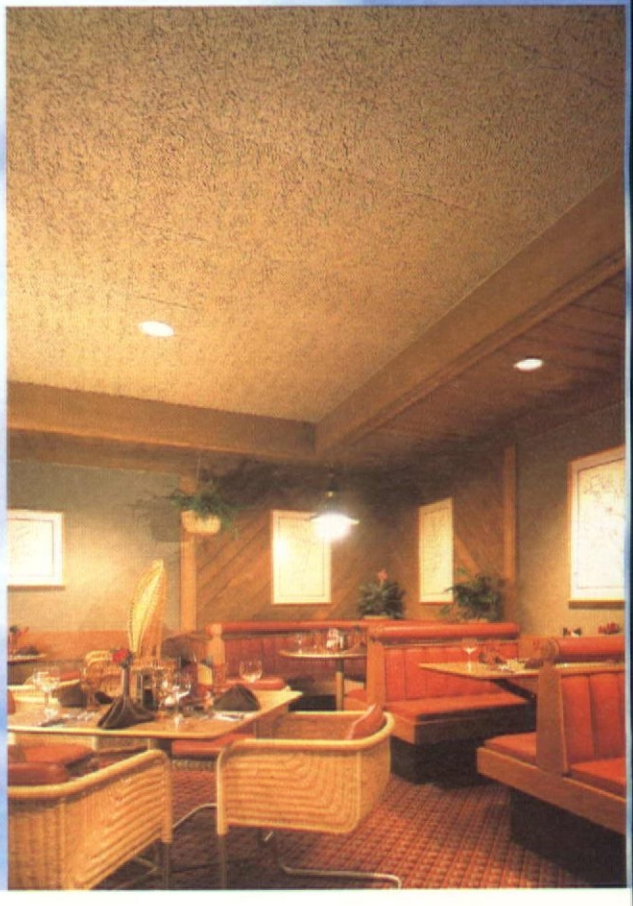
And now we're going to give you more!

Only U.S.G. makes a line of sound control ceilings this broad, ranging from economical to elegant.

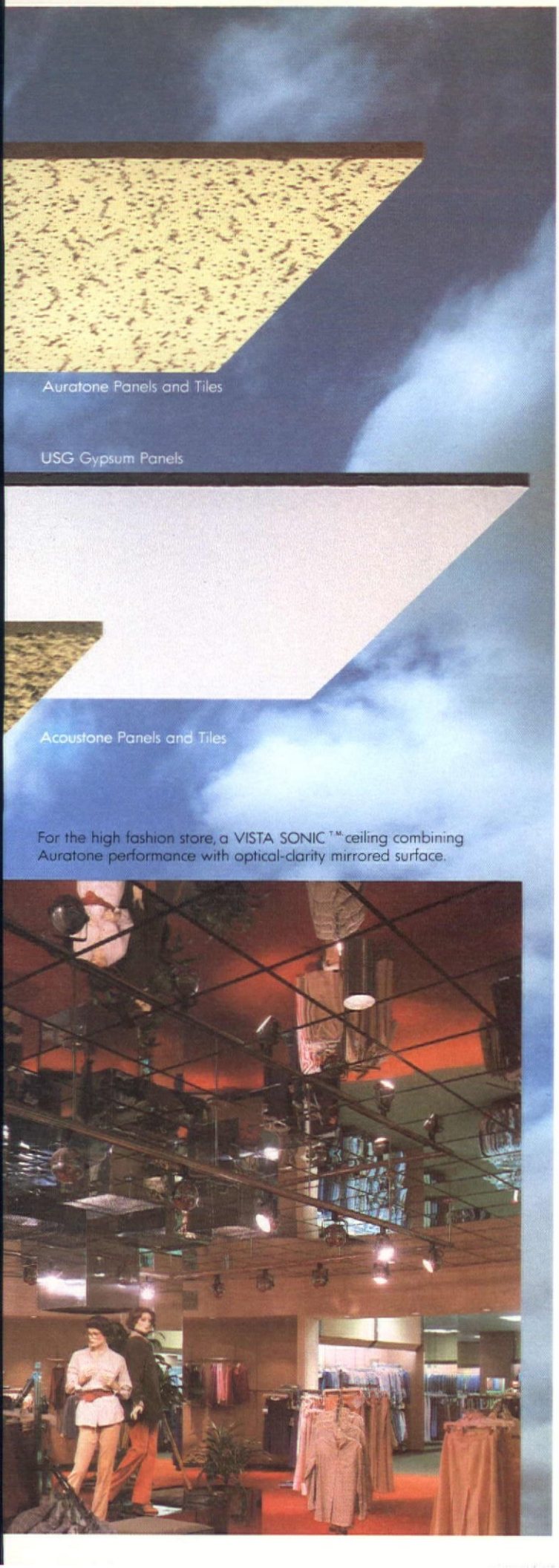
Prestige ACOUSTONE® mineral acoustical ceilings come in a classic natural fissured look with exclusive integral colors as well as with white frosting highlighting the color. Both regular and FIRECODE® AURATONE® panels and tiles are offered in six attractive patterns, all in washable white.

USG® Gypsum Ceiling Panels provide handsome interior and exterior ceilings at economical cost. They can be ordered unfinished, with gleaming white finish that is textured then baked on, and with textured vinyl films in white and in color.

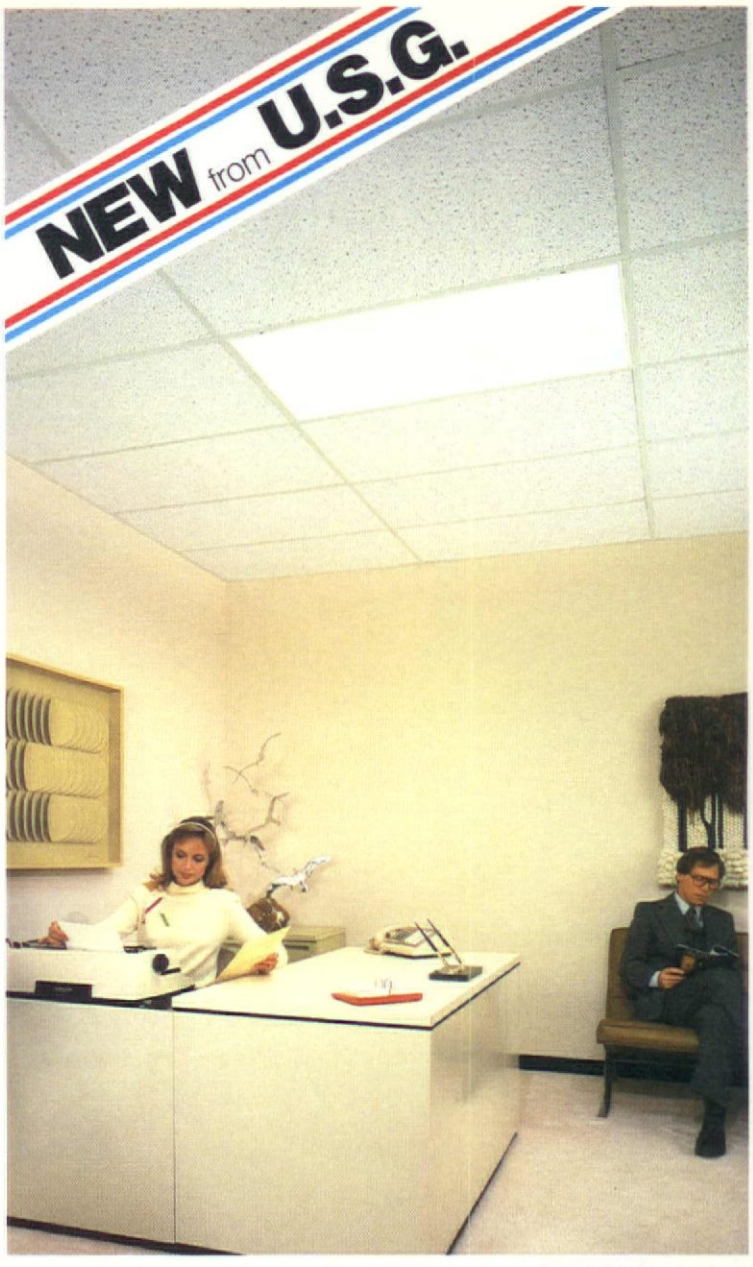
To meet the present and future demand for these sound control ceilings, U.S.G. is making a major investment in production capacities and research into new features and patterns. Our goal is to make it practical for you to specify a U.S.G. ceiling for every one of your projects. And now we have what it takes to meet your job schedule no matter how critical the timing.



Acoustone ceiling in dramatic earthtone.



For the high fashion store, a VISTA SONIC™ ceiling combining Auratone performance with optical-clarity mirrored surface.



Now! A non-directional pattern that's dramatically deeper!

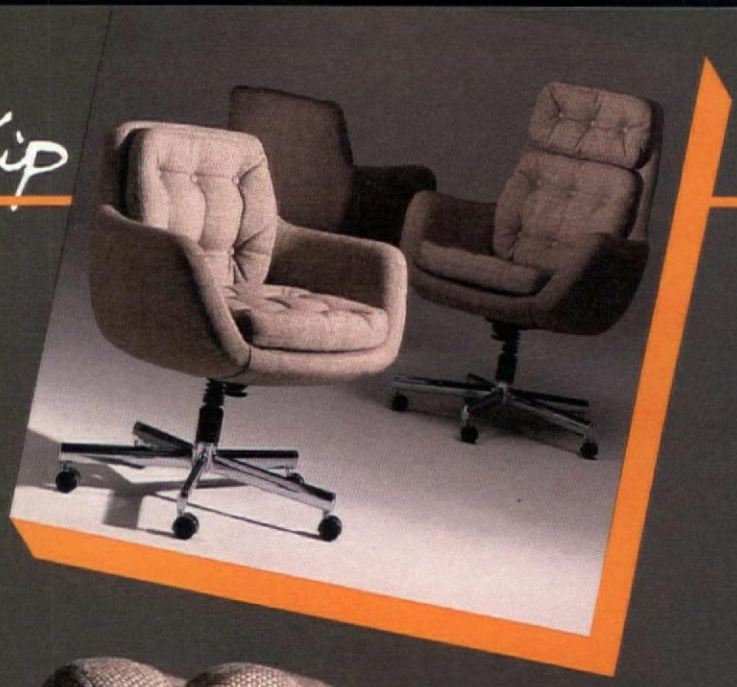
AURATONE® Omni Fissured ceiling tile and panels.

Deep, sharply defined openings add fresh visual excitement to Omni Fissured ceilings. These water-felted, mineral fiber panels and tiles are available in white and 4 earthtone colors to complement a variety of interior designs. And the non-directional pattern makes mistake-free installation faster and easier. ■ Get specifics from your U.S.G. Representative. Or write to Sound Control Products, 101 S. Wacker Dr., Chicago, IL 60606, Dept. C981H

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UNITED STATES GYPSUM
BUILDING AMERICA

24-Hour Quick Ship



Now the greatest American office chairs are also the quickest shipping. Charlotte shell seating No. Q653 and No. Q663. Impeccably tufted and tailored. Neutrally tweeded in durable nylon. Adjustable tilt-swivel. Regular or high-back executive. Polished chrome 5-prong base.

In stock now and available for shipment within 24 hours.

A William Paul Taylor design for Charlotte Chair Company, Charlotte, MI 48813 Phone (517) 543-4210

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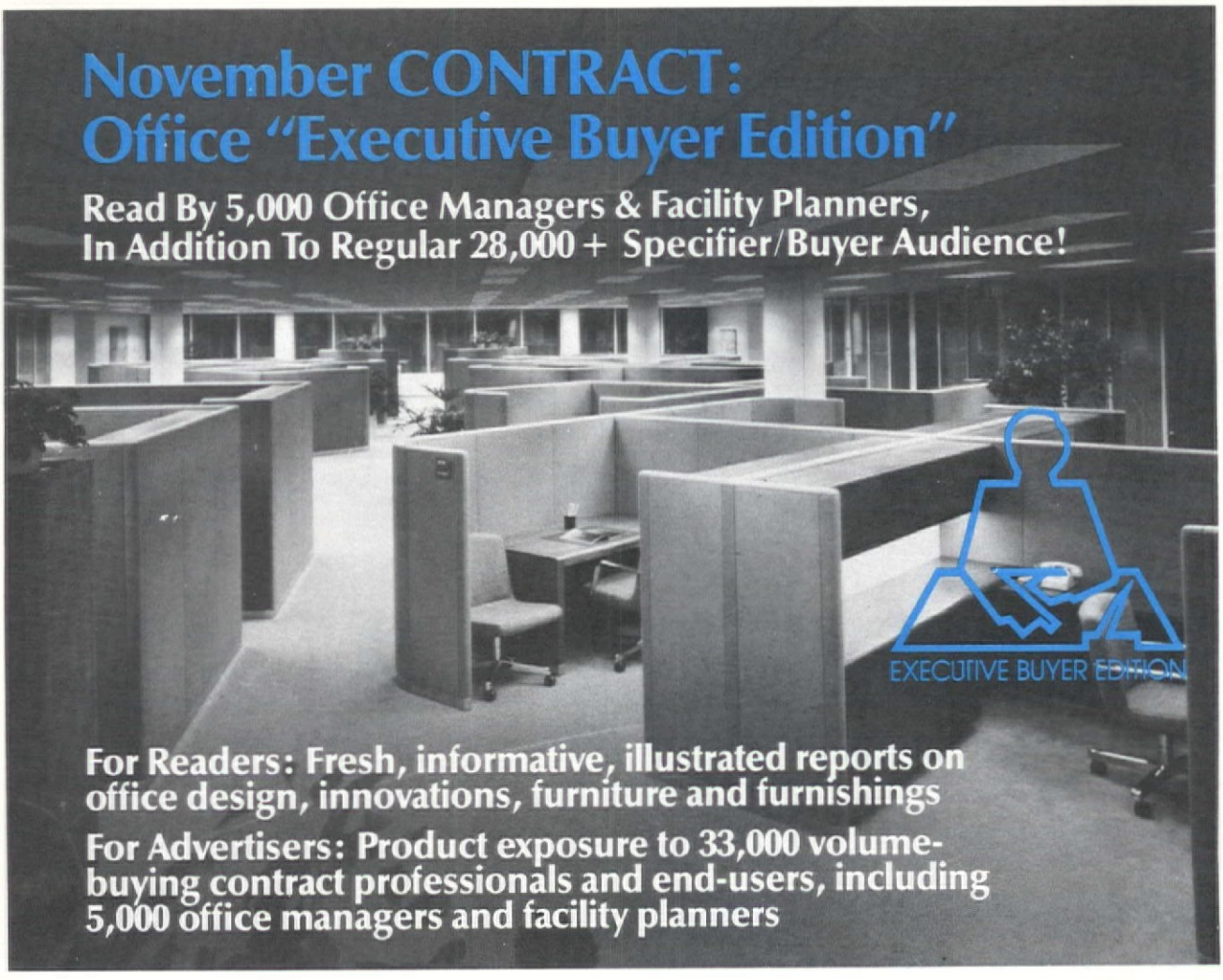
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TING CONTRACT SEA



ERGONOMIC DETAILS DOMINATE SEATING SELECTIONS

Specifiers by their nature are both extremely curious and equally skeptical. That's why the most ubiquitous activity seen at markets such as NEOCON is the specifier trying out seating of every description, twisting one way or another, testing adjustability, and generally trying to envision how the chair would perform in an actual installation.

Every specifier expects that a comfortable chair is one in which the sitter has good lumbar support, the undersides of the thighs are not constricted to throttle blood supply, and the seat is at the proper height for the task being performed, among a number of other criteria. Every seat manufacturer claims that his product provides all of those necessities, plus a number of others that establish perfect seating performance, increased productivity, outstanding comfort, diminution of fatigue, and excellent safety.

Somewhere between the specifier's expectation and the manufacturer's claims are chairs that will perform reasonably well for the end user. CONTRACT's editors are confident that such chairs appear in abundance in this fourth World of Contract Seating. We hope that the search will be considerably aided by the information appearing in this special issue. — **The Editors**

by **FRANK E. PETEROY**

HOW TO DETERMINE SEATED COMFORT FOR THE BODY AT REST

Conventional upright, multiple, and lounge seating must satisfy a range of the population rather than a particular user, and demand specific anatomically determined dimensions for comfort



A space designer practicing in New York, Frank Peteroy also researches human factors and other aspects of interior design. His article, "Seating Fits Human Variables," appeared in September 1978 CONTRACT. Among his design projects are offices, restaurants, health-care facilities, and corporate headquarters buildings.

Much has been written about the dimensions required to bring comfort to the seated body at work. Little documentation exists, however, regarding the comfort requirements of the seated body at relative rest.

This study defines seating dimensions for non-task activities in order to provide a comfortable resting place with sufficient body clearance for general use.

Here are the parameters around which the study was formed.

- Seat height is measured at the front edge of the seat. The Seat Reference Point (SRP), located at the intersection of the seat reference plane and the backrest reference plane (see Figure 1), will be lower than seating for tasks because non-task seating utilizes increased angles for body comfort. The angle established the intended use and the comfort value of the chair.
- Dimensions are based on the dynamic qualities of space for the body in three chair types: conventional upright, multiple, and lounge. The most common variables of each are the backrest and seat angle, which influence effective arm reach.
- In this study, dimensions are designed to accommodate the body depth and width of the slender and the muscular person in moderate-weight clothing. Dimensions for a stout person exceed those presented here.
- When seating is to accommodate unobstructed viewing, the dimensional criterion becomes more restrictive, for it must take into account a horizontal dimension that modulates with individual seat heights and eye levels. The assumed posture and natural slump of a seated person will also affect comfort and viewing. These variables, along with the size of the image to be seen, its height and position, and the backrest angle must be considered together since they all interact. Modification of one affects each of the others.

CONVENTIONAL UPRIGHT SEATING

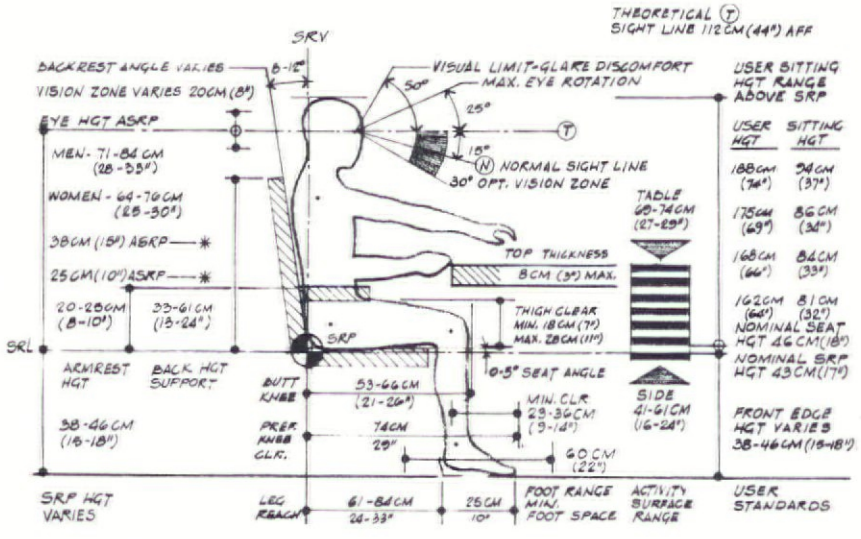


Figure 1: Conventional Upright Seating

Conventional upright seating is available in open-leg, sled, or fixed base with or without arms. In fixed, non-tilt form, the pedestal base may have four or more points. A non-tilt pedestal base may swivel, remain rigid, and/or be equipped with a self-centering spring return. Nylon glides, wheel casters, or carpet casters can assist movement to and from an activity surface.

A fixed seat height of 44.6cm (17.5") accommodates most adults. However, a 40.6cm (16") seat height is suggested when seating is coupled with a surface height of 68.6cm (27"). A difference of 27.9cm (11") from seat to surface permits comfortable elbow rest and prevents kyphosis (abnormal curvature of the spine), which can occur from bending forward to a low surface.

Minimum thigh clearance of 17.8cm (7") between the top of a seat to the underside of an activity surface accommodates both sexes at a seat height of 43.2cm (17"), while a thigh clearance of 20.3cm (7.9") will accommodate 99 percent of the population.

A 0° seat angle is best for dining chairs in order to provide a body-hip angle of no less than 90°. Previously relaxed muscles develop action potential when the hip angle is less than 90°, and stress results.

Comfortable leg reach, measured from the SRP (Seat Reference Point), should extend from a minimum of 86.4cm (34") for a short person to 109.2cm (43") for a tall person.

The minimum range for foot movement should be 55.9cm (22"), with a minimum of 10.2cm (4") toe space in front of and above the toe.

Avoid surface edge damage

A maximum armrest of 21.1cm (8.3" will permit the user to pull up to surface edge without damaging the armrest or the surface edge. Minimum elbow rest should be 15.2cm (6"). Elbow sitting height can vary from 20.3cm (8") to 27.9cm (11").

Arm reach and the ability to grasp an object at various heights above the SRP will vary according to the angle of the arm to the body. Reach increases with specific body movements. For example, the following range would apply for an arm positioned at 0°, 45° and 90°:

position	0°	45°	90°
shoulder extended	10.2cm (4")	7.6cm (3")	5.1cm (2")
shoulder extended, trunk rotated	15.2cm (6")	10.2cm (4")	5.1cm (2")
shoulder extended, trunk bent	40.6cm (16")	30.5cm (12")	20.3cm (8")

The right arm was used for the calculations above, since it is generally the longer arm. Other factors, such as intended use, body movement, changes in backrest angle in relation to seat slope, clothing, cushioning, and type of grasp will affect reach.

The normal sight line from a seated position is 15° below eye level at a standing position, and the viewing zone ranges from 32° to 45°. Height and the type of light source must be considered in relation to glare, height from surface, distance from edge of the surface and any obstructions.

At conventional seating height, leg reach from 45.7cm (18") below the SRP would extend to 68.6cm (27"). At lounge height or lower, from 30.5cm (12") to 35.6cm (14"), leg reach would extend to 76.2cm (30").

MULTIPLE SEATING

Fixed and movable multiple seating includes seating used in three basic types of assembly areas: theater-auditorium, lecture-meeting, and dining. While each has distinct characteristics, all have some characteristics in common. First, note that dimensions, seating arrangements, and quantity are subject to state and local codes.

Seating heights, measured from the front end of the seat or cushion, will vary by type from 30.5cm (12") to 45.7cm (18").

The theoretical sight line is 111.8cm (44") above the finished floor, but adjustments are necessary under certain conditions. For example, backrest angle and height of the user will modulate above or below that theoretical level. Since seat angle and SRP are generally predetermined, adjustments will depend on backrest angle.

Backrest angles may vary to as high as 45°, but, in most cases, they range from only 15° to 30°. A headrest is required when they exceed 30°.

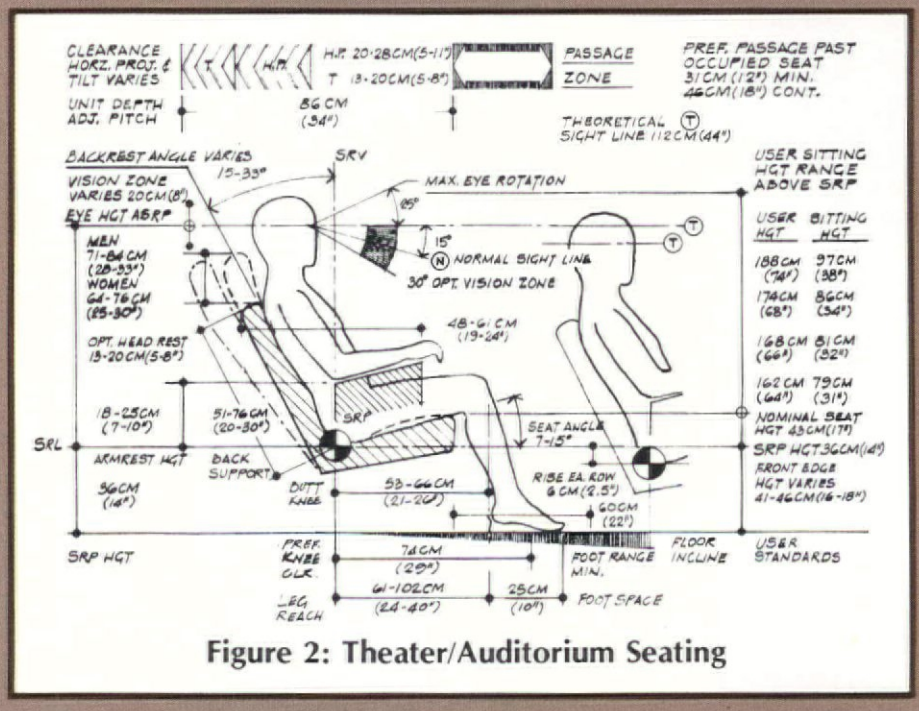


Figure 2: Theater/Auditorium Seating

Theater-Auditorium

Theater and auditorium seating is fixed, with either a pedestal or standard base. It can be riser-mounted, have a tilt mechanism, and contain a tablet surface and or armrests. It will be more comfortable if it is upholstered and generous in proportion. The following ranges of dimension, for example, are common: back sections from 60.9cm (24") to 76.2cm (30"); seat depth of 45.7cm (18"), and widths from 48.3cm (19") to 60.9cm (24").

Pitch variances at the back will add from 12.7cm (5") to 20.3cm (8") to the overall depth of a chair and this must be considered when establishing chair position and passage.

A back-to-back minimum measure of 86.4cm (34") permits passage, but a measure of 114.3cm (45") allows comfortable passage in front of an occupied seat. The back-to-back dimension is effected by floor level, and, in auditorium type seating, is subject to local codes.

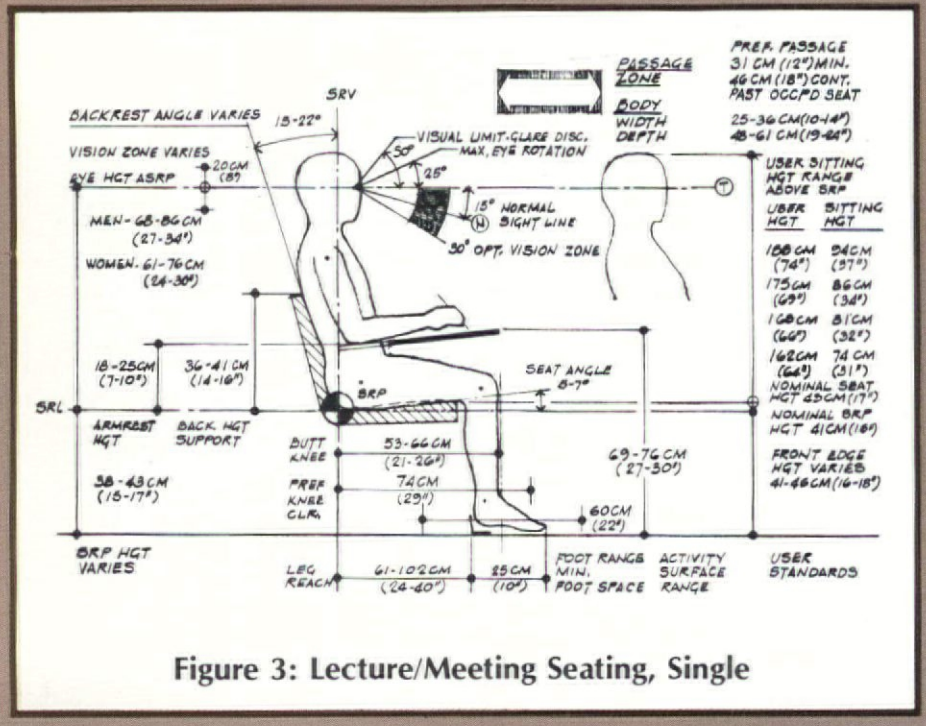


Figure 3: Lecture/Meeting Seating, Single

Lecture-Meeting

Seating for lectures and meetings falls into two basic groups: Group 1. Lightweight shell units with proportions scaled to accommodate a range of the population, and, Group 2. Modified auditorium units that are more generous in proportion and may be upholstered. In both cases, they are often equipped with a task surface.

MULTIPLE SEATING

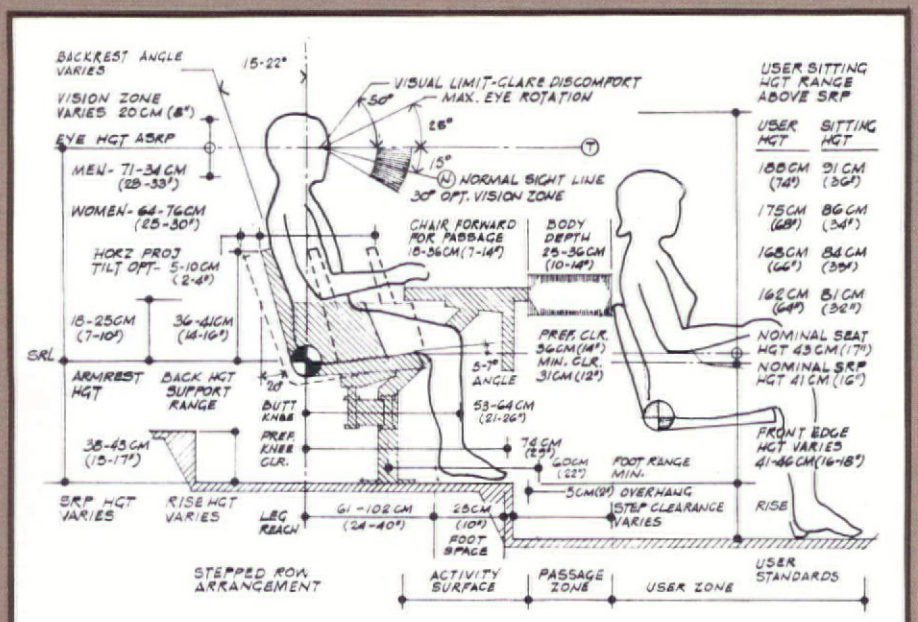


Figure 4: Lecture/Meeting Seating, Multiple Swing/Swivel

Seating systems in Group 1 can have conventional leg frames or fixed single or multiple pedestals. They can be tandem-bar mounted with swing-away, swivel and/or self-return options. Task surface can be fixed or folded, attached or not.

In Group 2, seats have a fixed standard base that can be riser- or floor-mounted. Its surface, too, can be fixed or folded.

The minimum back-to-back dimension for movable chairs with conventional leg frames and a depth of 50.8cm (20"), is 81.3cm (32").

Fixed pedestal chairs with fixed tablet task surfaces may be set back-to-back at 106.7cm (42"), while folding tablets require less, 88.9cm (35"), room.

Minimum side-by-side spacing for a fixed pedestal, tandem bar mounted chair with a folding tablet is 60.9cm (24"), while it is 66.0cm (26") if the tablet is fixed. Such a system may support from two to six seating units in tandem.

Fixed pedestal tablet chairs with tilting mechanisms of up to 20°, require minimum back-to-back spacing of 114.3cm (45").

Swing-away chair/table units that consist of two rotating shells on swing arms, where the tablet surface is attached to a single pedestal, require the same back-to-back spacing. Chairs may swing forward to within from 5.1cm (2") to 15.2cm (6") of the table edge for passage room considerations.

Dining

Multiple dining seating includes fixed seating coupled with fixed or movable surfaces. Available units include booths, accessible at one or both ends for continuous bench-type seating; or 2- and 4-chair sets of individual fixed chairs.

In bench or booth seating, the table may overlap the seat edge by 5.1cm (2") and still provide sufficient clearance for the body to slide into position. A smooth material on a firm seat reduces friction from sliding. The base line should be set back far enough to provide leg leverage for a rising occupant.

Booth units may be set back-to-back at from 165.3cm (64") to 187.9cm (74") to accommodate top surfaces that range from 60.9cm (24") to 75.2cm (30"). Corners of the top surface should be rounded to a radius of approximately 5.1cm (2") to 7.6cm (3").

An overall diameter of 198.1cm (78") provides minimum comfort for entering and exiting circular booths.

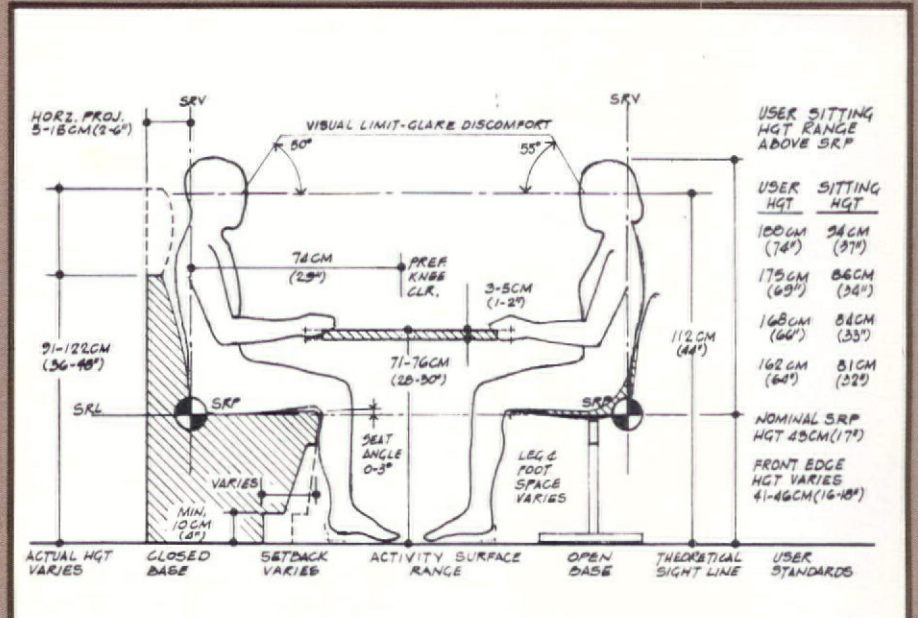


Figure 5: Dining Seating, Fixed Multiple

LOUNGE

Lounge seating consists of low-arm, club, sofa and recliner type chairs. While seat heights vary from 30.5cm (12") to 40.6cm (16"), a seat height of 38.1cm (15") will accommodate most adults.

The lower seat height, increased depth and greater back and seat angle of lounge type seating makes it difficult to reach objects in front of the chair and to rise from a seated position. Arm rests facilitate these functions. Lounge seating requires more floor area than other non-task seating because it permits legs to extend to a relaxed position.

The width of the backrest should be equal to, or greater than, the seat width to allow for posture changes and provide lumbar and thoracic support. For support, backrest height should range from 53.3cm (21") to 71.1cm (28"). Headrest width should be 25.4cm (10"), while the preferred length can vary from 12.7cm (5") to 15.2cm (6").

Ideally, the total backrest angle for lounge seating should exceed 100°. While some residential, commercial and institutional seating that is categorized as "lounge" type has backrest angles of from just 10° to 15°, and seat angles of from 0° to 12°, such so-called lounge types for commercial/institutional use are intended primarily for transitional, or visitor, seating.

A headrest is essential when the angle from SRP vertical reference exceeds 30°.

A low backrest of 38.1cm (15") or less can be used as an armrest and permit flexibility of body and arm movement.

The armrest for lounge seating should be equal to or greater than seat depth.

A backrest angle that exceeds 130° provides the most relaxing position for rest, it is not comfortable for reading, conversing, or watching television. Equipped with a swivel mechanism, however, the lounge chair becomes comfortable for viewing and conversing under conference-type conditions. A task surface of from 45.7cm (18") to 53.3.cm (21") high may be used effectively for informal conferences.

One person can pass comfortably between an occupied lounge chair and the equipment in front of it in a space of from 53.3cm (21") to 61.0cm (24"). Turned sideways, the person passing needs only from 25.4cm (10") to 35.6cm (14") of space. □

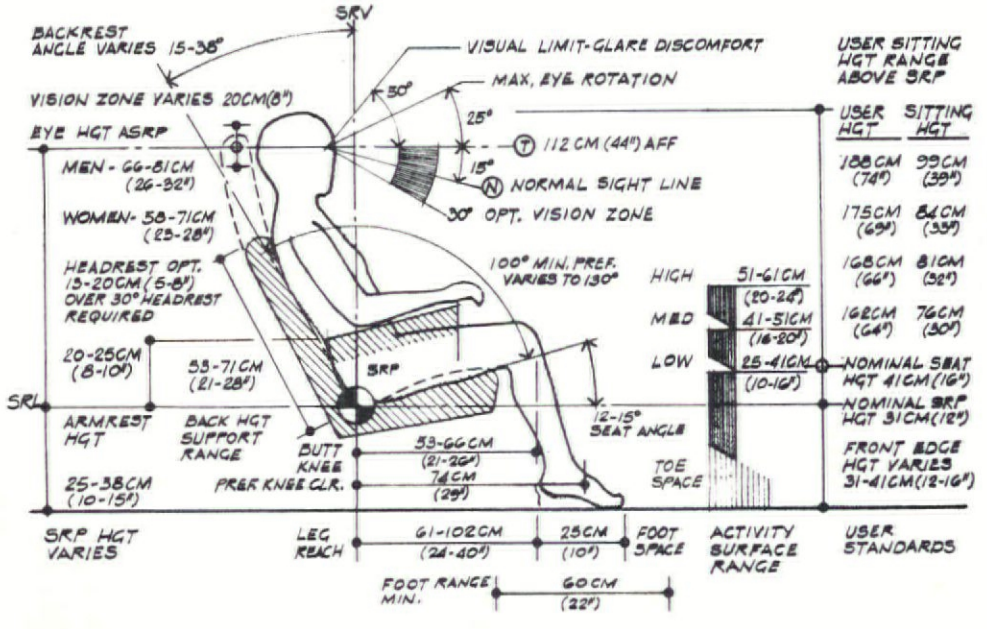
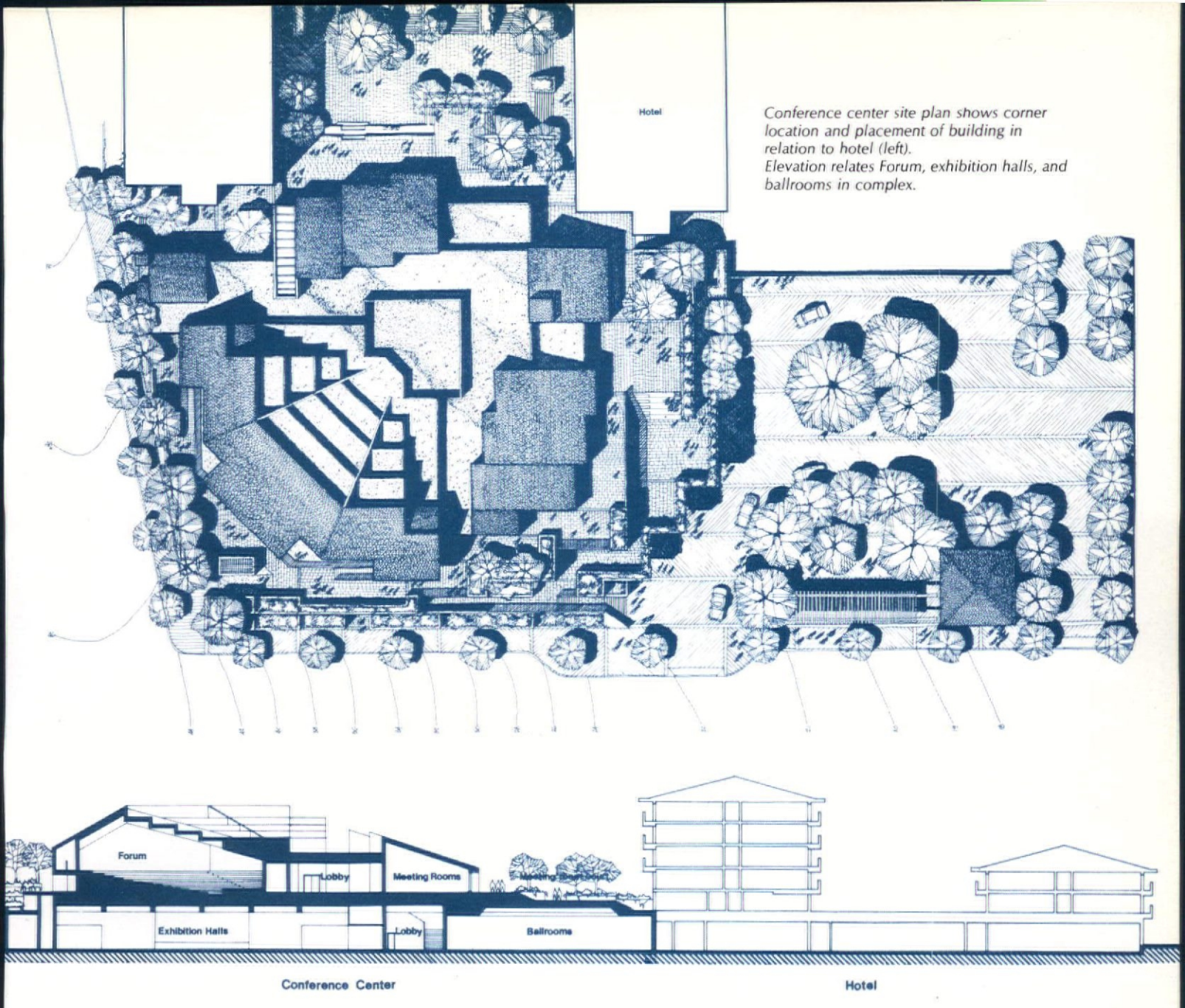


Figure 6: Lounge Seating



Conference center site plan shows corner location and placement of building in relation to hotel (left).
Elevation relates Forum, exhibition halls, and ballrooms in complex.

Thousands can be seated in massive Monterey Conference Center

Over 100,000 sq. ft. in a three-level facility are devoted to a variety of functions from theater to dining, lectures to meetings

Seating for theater presentations, conferences, lectures, meetings, banquets, dinner-dances, and receptions is provided in 19 facilities of The Monterey Conference Center, Monterey, Calif. Groups ranging from as few as 14 people to as many as 2,550 can be accommodated in a variety of function rooms on three levels of this 100,000 sq. ft. facility.

Designed by VBN Corporation, an architectural firm headquartered in Oakland, Calf., The Monterey Conference Center is part of a massive urban renewal area on the historic Monterey Peninsula. Both the building and interiors were designed by VBN's Lee Karney, AIA, and Dean Aron Tatsuno, AIA, principals in charge of the project.

Diverse activities accommodated by facility

The conference center was designed to interface with the historic adobe, pre-gold rush town of Monterey and the



Larkin Board of Directors Room is furnished in traditional mode, seats up to 14 for meeting and accommodates receptions of up to 25 people (top). Colton Meeting Room (right) can be arranged for 70 in conference seating mode or 30 for dining. Steinbeck Forum (left) seats 500, provides theater lighting and stage.

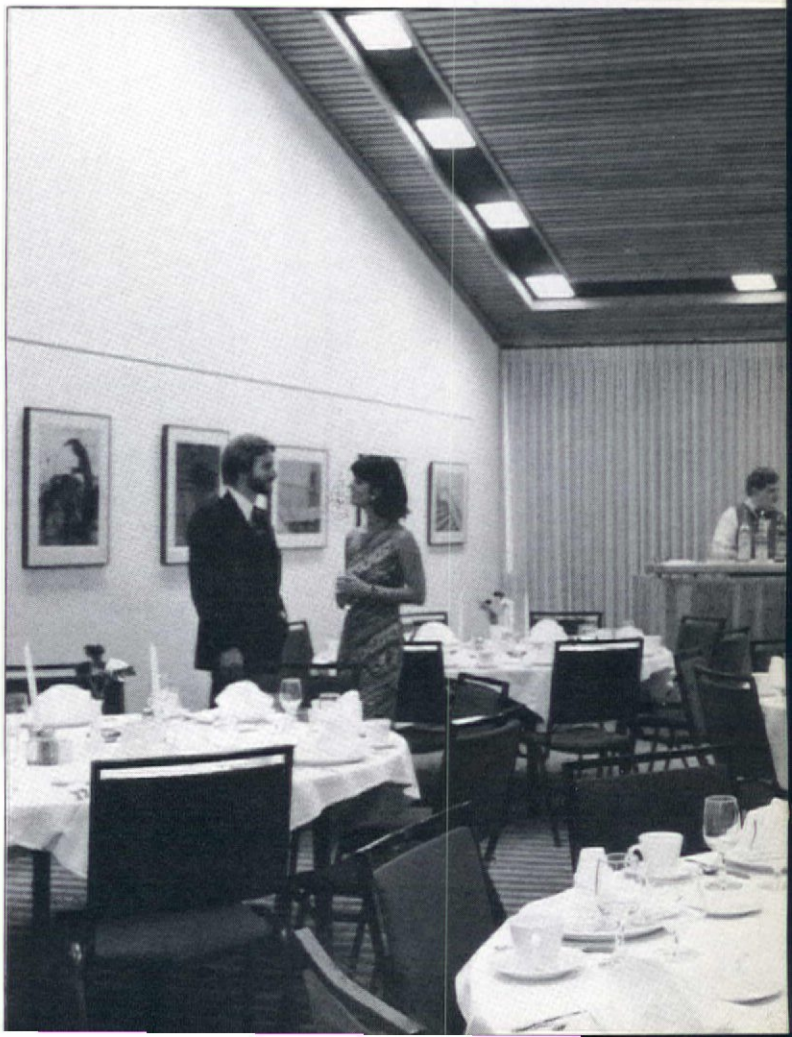
MONTEREY CONFERENCE CENTER

Functions vary from big concert to private fete

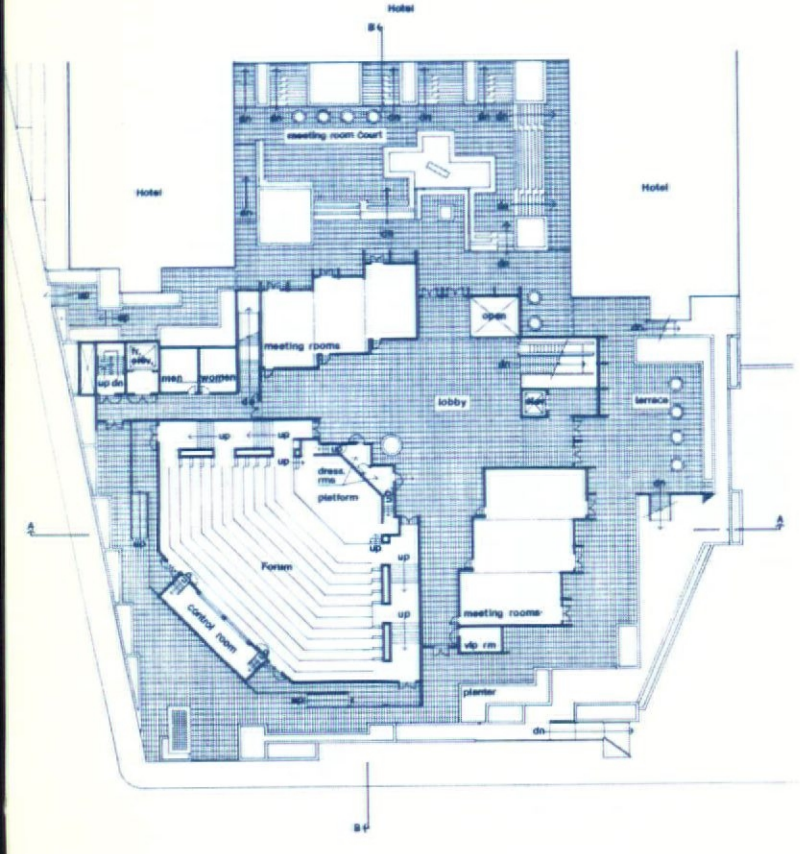
modern downtown area that has grown up around it. White stucco, consequently, was used in the facade, with brick pavers for flooring. Capable of accommodating diverse functions, the building can host anything from large trade shows to musical performances, as well as private seminars.

In the top level, a 5,000 sq. ft. forum area accommodates 500 seats. It has a control and projection room and performance platform, plus two sets of three combinable meeting rooms opening to landscaped courtyards and a 5,000 sq. ft. exhibition-lobby area. The meeting rooms encompass 4,200 sq. ft. of space.

At the intermediate level, three meeting rooms comprise 2,000 sq. ft., with an exhibition-lobby area of 1,500 sq. ft., plus utility and service facilities. At level three, the lowest level, a 2,000 seat exhibition-banquet hall that is subdividable also features a performance platform. Another subdividable ballroom of 11,000 sq. ft. and an



Photos by Russell Abraham



MONTEREY CONFERENCE CENTER

Design is barrier-free

exhibition-lobby area of 5,000 sq. ft. can be jointly used by an adjacent 350 room hotel.

The entire facility provides accessibility for the handicapped, with two major levels directly accessible without steps from on-grade entrances. A passenger elevator is reserved for the handicapped and the elderly, as well as other handicapped aides, such as an electrical wheelchair lift and easy access, graded wheelchair ramps. □

SOURCES

Folding partitions — Advanced Equipment. **Side-roll room dividers** — Modernfold. **Rest lounge** — Beelner & Thomas. **Forum seating** — ideal. **Administration office desks, chairs, lounge chairs** — Modern Mode. **Dining, penny, conference tables** — Howe. **Lateral files, box office counter chairs, lounge chairs, low table, sofa.** — Steelcase. **Portable stage/speaker platforms** — Sico. **Sofa, end tables** — Metropolitan. **Coat racks** — Vogel-Peterson. **Carpets** —Stratton. **Refuse containers** — Rubbermaid. **Track lights** — Lightolier. **Liquid chalk boards, display easels** — Claridge. **Lecturns** — Design Group. **Ash, waste receptacles** —McDonald Products. **Cocoa door mats** — Pawling Rubber. **Draperies** — Maharam, Sommer, Lazarus. **Drapery hardare** — Kirsch.

Another typical board of directors room is shown in contemporary mode (top). Informal corridor seating and meeting area (right) is repeated throughout Center. Plan (left) is of Forum level.


at the CENTER



APPEARANCE SECOND TO COMFORT IN CONTRACT SEATING SURVEY RESULTS

Specifiers rate importance of factors that are considered in specification of seating for office applications

by **RON GOODRICH**



Ronald Goodrich is an environmental psychologist associated with Building Programs International, New York, where he applies behavioral and psychological considerations to post-occupancy studies, workstation criteria, mock-up evaluations, and space planning.

User comfort is the most important factor in selecting office seating according to results garnered from CONTRACT's Office Seating Survey, April 1981. Eighty-five percent of respondents ascribed the greatest importance to dimensions of the chair, its adjustability, and ergonomic factors in the designer/specifier's effort to match chair selection with user needs. Comfort alone, however, was not the only important criteria.

Appearance and quality of the product itself are also very important (57%). Clearly, in satisfying the comfort requirements of the user, the designer is not willing to do it at the expense of product quality or style. The chair selected must retain its value for the user after its newness has worn off. Other user considerations — type of job, status, height and weight — make up the third most important (52%) aspect of chair selection. Of these, job type and status play the most important role in design decisions.

Factors also considered — components/upholstery (26%) components/hardware (22%), and business considerations (15%) — play a less important role and are not rated as very important in the overall process.

The picture that emerges is one in which the designer professionally evaluates available products and matches them to the needs of the users as he knows and understands these needs. Objective of the match is to obtain the best "fit" between the person and the chair (comfort) and the chair and the environment (appearance).

Rate four types of chairs

Respondents were also asked to rate various dimensions within each of the six factors reported above for each of four types of chairs: executive, managerial/professional, secretarial/clerical, and data processing.

In terms of comfort, ergonomic considerations and the chair's dimensions are considered as the most important features for executive and managerial chairs. Adjustability (a close third) is the most important feature for secretarial/clerical and data processing chairs, with the other two dimensions being close behind in preferences expressed.

As for appearance, quality more than anything else is rated highest. The style/design dimension is also very important in selecting executive chairs, moderately important for managers, and relatively unimportant for others. Ability to customize a chair, or having it belong to the same collection proved relatively unimportant.

Type of job, more than any other dimension, was rated as the most important feature to consider in selecting chairs. Status was moderately important, with physical characteristics of the user being only somewhat important.

Insofar as the components/upholstery factor is concerned, the ability to keep a chair clean was rated most important. Appearance of the fabric is clearly most important in selecting professional and executive chairs, while wearability of material is most important in choosing secretarial and data processing chairs.

Executive chairs must adjust

Adjustability is the most important dimension for executive chairs. Casters are most important for each of the others in the survey. Manual proved more important than pneumatic adjustment. Five-prong bases are preferred to four prong bases, but overall, the type of base is relatively unimportant compared to other considerations.

In terms of business considerations, the service reliability of the manufacturer or dealer is clearly most important. Maintenance is second, with the ability to meet delivery schedules third. Pricing and client preference are less important, while the prestige of the manufacturer (except in the case of executive chairs) and a national contract proved relatively unimportant.

Heavy reliance on catalogs

How do designers find out about chairs they recommend to clients? Is any product research involved? Two questions in the survey inquired about this. Respondents were asked to identify and rank the information sources that they used.

While they reported use of a wide variety of information sources, respondents depend most heavily on catalogs (97%), manufacturing representatives (86%), publications and advertising (73%), in-office testing (71%), and trade shows (68%).

Most respondents depend upon catalogs and manufacturer's representatives for their product information. Trade publications and advertising, in-office testing, and trade shows are ranked as important, but well behind the first two.

The experience of sitting

Sitting with the body adequately supported allows employes to maintain adequate levels of alertness, and to focus attention into the space in front of where they are working. The chair helps

DATA NEEDED FOR MEANINGFUL SPECIFICATIONS

CONTRACT asked readers to respond to a chair survey in April to establish what their motivations and influences are in the specification of contract seating. Results show that respondents represent a cross section of the contract industry. While the survey is slightly biased by a large representation of designers with annual contract dollar volume of over $5 million, the sample is not seriously distorted and remains representative. About 60 percent of the sample involves specifiers involved in the interior planning and design of office space, 20 percent are furniture dealers, and another 20 percent are involved in in-house planning. Since response profiles are similar across most of the ratings, only those areas where there is a significant difference among groups are noted in these results.

This survey was conceived because it is important that designers pay special attention to the chair not only as a piece of furniture, but also as an office technology, which literally supports the person's work efforts. Furthermore, work done in offices is of a distinctively psychological character involving mental operations. Employees are thinking, analyzing, creating, planning, reading, comprehending, categorizing, abstracting, conceptualizing, and engaging in other similar forms of mental processing — what psychologists call cognitive activities. Part of the designed environment supporting these activities is seating, which helps create appropriate working conditions and social atmosphere to support and enhance mental processing and the psychological well being of the office worker.



CONTRACT SEATING SURVEY

Chair helps to define territory

to physically define "task space" as well as support the body in ergonomically acceptable modes.

Psychologically the chair does more than support. It protects a person's back area, holds him and helps to define a territory. Unlike the Freudian analysis couch, which encourages free association and stream of consciousness thinking, the office chair encourages focused attention to and directed interactions with a task, an object, or a person. The size, characteristics, placement, and use of a chair convey status and dominance positions in a group. For many it can be an extension of self; "my" chair.

Perceptions can be altered

What features of office chairs are important to users? What features cause them problems? Are they the same features that designers focus on in selecting office seating, or are they different? In general there is a good deal of overlap, although users emphasize some features, which designers generally do not consider in selecting office chairs. Comfort is very important to the user. But perceived comfort, the experience that one is comfortable, is affected by other factors in addition to the physical characteristics of the chair itself. Many people until they sit in a chair don't believe that it feels comfortable unless it *looks* comfortable. Others will sit on a hard-seated, straight chair while they work and never complain of any discomfort.

In general, users judge the new "ergonomic" type of chairs as very comfortable. While research has yet to be done comparing different ergonomic chairs to each other and to other types of chairs, people report that these chairs are very comfortable.

Women who work in managerial, professional and executive positions usually report that they have a difficult time finding a chair which is comfortable for them. They have trouble with high-back chairs, which they cannot push against to lean backwards. Women's center of gravity and their maximum force is located in the pelvic region of the body, whereas men's center of gravity is located in the upper chest region. It is very easy for men to press against the chair back to lean back, but very difficult for women to do so, especially if they are under 5ft.-9in.

Women also have additional difficulty with executive chairs. They are often oversized to provide comfort and to convey status and are too big for many women. Such chairs are too wide

How important are each of the following factors in specifying/purchasing office seating? Rate them according to this scale:

	Most Important	Moderately Important	Somewhat Important	Not Important
Appearance	56.8	38.3	3.7	1.2
Components/Hardware	22.2	44.4	25.9	7.5
Components/Upholstery	25.9	54.3	17.3	2.5
Comfort	85.2	12.4	1.2	1.2
User Considerations	51.9	32.1	11.1	4.9
Business Considerations	14.8	37.0	24.7	23.5
Other (specify and rate)	14.8	2.5	1.2	81.5

IMPORTANCE OF SPECIFICATION FACTORS IN SELECTING OFFICE CHAIRS

All figures expressed in percentages

Types of Office Seating / Factors influencing selection	EXECUTIVE				MANAGERIAL/ PROFESSIONAL				SECRETARIAL/ CLERICAL				DATA PROCESSING			
	very important	moderately important	somewhat important	not important	very important	moderately important	somewhat important	not important	very important	moderately important	somewhat important	not important	very important	moderately important	somewhat important	not important
APPEARANCE																
Style/design	82.7	14.8	-0-	2.5	56.8	38.3	1.2	3.7	34.6	44.4	16.1	4.9	29.6	37.0	23.5	9.9
Quality	87.7	7.4	1.2	3.7	81.5	14.8	2.5	1.2	74.1	18.5	3.7	3.7	71.6	19.8	3.7	4.9
Color/finishes	54.3	35.8	6.2	3.7	35.8	49.4	11.1	3.7	30.9	43.2	22.2	3.7	24.7	45.7	21.0	8.6
Same collection (complete line for most employee levels)	18.5	29.6	14.8	37.1	23.5	44.4	17.3	14.8	23.5	44.5	16.0	16.0	17.3	42.0	21.0	19.7
Ability to customize/modify	13.6	27.2	29.6	29.6	6.2	19.7	38.3	35.8	6.2	18.5	39.5	35.8	7.4	11.1	48.1	33.4
COMPONENTS/HARDWARE																
Adjustability/manual	49.4	39.5	4.9	6.2	45.7	43.2	6.2	4.9	56.8	29.6	8.7	4.9	55.6	29.6	7.4	7.4
Adjustability/pneumatic	7.4	29.6	22.2	40.8	7.4	32.1	21.0	39.5	18.5	23.5	25.9	32.1	19.8	27.1	23.5	29.6
Base/4-prong	8.6	32.1	21.0	38.3	7.4	28.4	21.0	43.2	8.6	28.4	18.5	44.5	6.2	27.1	22.2	44.5
Base/5-prong	35.8	25.9	19.8	18.5	37.0	25.9	16.1	21.0	40.7	22.2	16.1	21.0	38.3	24.7	17.3	19.7
Casters	63.0	22.2	6.2	8.6	61.7	22.2	7.4	8.7	69.1	16.0	6.2	8.7	66.7	16.0	7.4	9.9
COMPONENTS/UPHOLSTERY																
Mfr's standard fabric/ leather/vinyl	45.7	25.9	13.6	14.8	51.8	27.2	7 4	13.6	50.6	27.2	6.2	16.0	50.6	24.7	8.6	16.4
COM compatibility	48.2	27.2	12.3,	12.3	34.6	33.3	18.5	13.6	27.2	27.2	23.4	22.0	24.7	24.7	27.2	23.4
Fire-retardancy	44.4	28.4	17.3	9.9	50.6	24.7	16.0	8.7	50.6	24.7	14.8	9.9	50.6	24.7	13.6	11.1
Wear-test results	42.0	35.8	11.1	11.1	53.1	29.6	11.1	6.2	58.0	25.9	8.7	7.4	56.8	25.9	8.7	8.6
Fabric design, appearance	65.4	28.4	3.7	2.5	56.8	35.8	3.7	3.7	35.8	48.2	11.1	4.9	34.6	48.1	9.9	7.4
Maintenance, cleanability	63.0	17.3	12.3	7.4	63.0	24.7	4.9	7.4	71.6	16.1	4.9	7.4	69.1	17.3	4.9	8.7
COMFORT																
Dimensions	56.8	28.4	9.9	4.9	49.4	30.9	11.1	8.6	42.0	30.9	18.5	8.6	40.7	30.9	17.3	11.1
Ergonomic considerations	53.1	29.6	9.9	7.4	51.9	29.6	8.6	9.9	58.0	19.8	11.1	11.1	59.3	19.7	9.9	11.1
Adjustability	49.4	40.8	4.9	4.9	42.0	46.9	4.9	6.2	61.7	28.4	3.7	6.2	56.8	30.9	2.5	9.9**
USER CONSIDERATIONS																
Type of job of user	62.9	17.3	9.9	9.9	58.0	21.0	7.4	13.6	67.9	17.3	4.9	9.9	65.4	16.1	6.2	12.3
Age of user	18.5	24.7	37.0	19.8	11.1	21.0	43.2	24.7	8.6	22.2	40.7	28.4	8.6	19.8	42.0	29.6
Height/weight of user	30.8	38.3	21.0	9.9	16.1	35.8	33.3	14.8	11.1	40.8	33.3	14.8	9.9	38.3	34.6	17.3**
Company status of user	51.9	40.7	1.2	6.2	27.2	49.4	11.1	12.3	12.4	37.0	28.4	22.2	9.9	35.8	32.1	22.2
BUSINESS CONSIDERATIONS																
Price	30.8	38.3	17.3	13.6	35.8	43.2	14.8	6.2	38.3	43.2	11.1	7.4	38.3	40.7	12.4	8.6
Delivery schedule	40.7	35.8	14.8	8.7	43.2	33.3	13.6	9.9	45.7	29.6	14.8	9.9	42.0	37.0	9.9	11.1
Service, reliability of manufacturer, dealer	67.9	24.7	0.0	7.4	66.7	23.4	0.0	9.9	63.0	25.9	8.6	2.5	64.2	24.7	1.2	9.9
Client preference	38.3	42.0	12.3	7.4	18.5	51.9	17.3	12.3	14.8	34.6	32.1	18.5	14.8	32.1	32.1	21.0
Client has national contract with manufacturer	18.5	22.2	21.0	38.3	18.5	30.9	11.1	39.5	18.5	30.9	12.3	38.3	17.3	30.9	11.1	40.7
Image prestige	40.7	39.5	11.1	8.7	11.1	48.1	27.2	13.6	3.7	28.4	46.9	21.0	3.7	25.9	46.9	23.5
Maintenance	48.1	30.9	12.3	8.7	48.1	34.6	7.4	9.9	56.8	27.2	4.9	11.1	53.1	29.6	4.9	12.4

**Add to 99.9% due to rounding.



CONTRACT SEATING SURVEY

Many users ignorant of controls

and do not allow a slender woman to rest her arms on both of the chair arms at the same time. With the high stiff back pushing them forward, the arms too far apart, and the oversize dimensions, many women report feelings of being overpowered, diminished, and small. The unintended effect of this is that the chair helps to produce the opposite feelings of what it is designed to do. Instead of enhancing the power of the user with its size, it works against the person.

Age and weight affect perception

Other factors influence users' perceived comfort. In a study for Citibank, the only people who rated their chairs as uncomfortable were clerical, female, over forty years old and overweight. Other clerical workers, male and female, normal as well as overweight, who were under forty years old rated their chairs as very comfortable. The age together with the weight factor made the difference.

The aging process and behavioral factors interact to produce this difference. Aging affects the distribution of weight on the body, the musculature, and the skeleton itself. With more weight, without adequate muscle tones to support it, and with the normal arthritic changes which occur with aging, the body (especially the lower back) is structurally strained. Behaviorally, the person is kept sedentary and relatively immobile by her work. Other factors such as lethargy or a person's mood, personality, or health probably add to this. The result is a woman sitting for long periods in a chair that is not designed to support her. For this individual the chair indeed is not comfortable.

Office chairs are adjustable to increase user comfort, yet many people either don't know how to adjust it or don't take the time to do it. They may even be uncomfortable. They do not associate the chair with their discomfort or recognize that they can modify the chair to make it work. This attitude of environmetal passivity is common in offices. Education rather than design changes is necessary to deal with it.

While some people do adjust their chairs, they also change their physical relationship to their desk. For taller individuals who spend a good deal of time writing, this can produce pains in the upper back between the shoulder blades. Usually, that person does not recognize the cause of the problem and so can do nothing to correct it.

Chairs also have important uses for users during face to face communication. Then, people use their chairs to maintain appropriate interpersonal distances, to reflect the relative status of the participants, and to set the tone of the conversation. High status individuals, or people who control the space the meeting is in, will put their legs up on their desks. Others lean back in their chair, look out into space, and reflect on someone's comment. People also make major body shifts as they switch positions in their conversations and relationships. In making these shifts and keeping appropriate distances, they maintain their internal level of comfort.

Of the OFFICE SEATING your firm specified/purchased in 1980, approximately what portion (%) was for each of the following office categories?

Executive	19.4
Data processing	13.1
Managerial/professional	33.7
Secretarial/clerical	25.0
Other:	8.8

Too close a distance for the situation and the anxiety level may go up.

Factors such as appearance, upholstery, hardware, or business considerations do not seem to play a significant role in the user's overall evaluation of his or her chair. At first how the chair looks, its color, dimensions and fabric do make a difference. Once the chair is selected and once the person regularly uses the chair, perceived comfort dominates the equation. Things such as hardware and upholstery are problems only when they are hot, damage clothing, and cause a person to be uncomfortable.

It is clear that a chair is a very important "support" system for an office worker. The designer, in making user comfort the highest priority, is in harmony with the user. But user comfort must be expanded to include psychosocial and nonphysical aspects of a person's chair. How the final user perceives and evaluates his or her chair and the factors which influence these subjective judgements are important. □

Approximately how many SQUARE FEET does your firm PLAN/DESIGN annually?

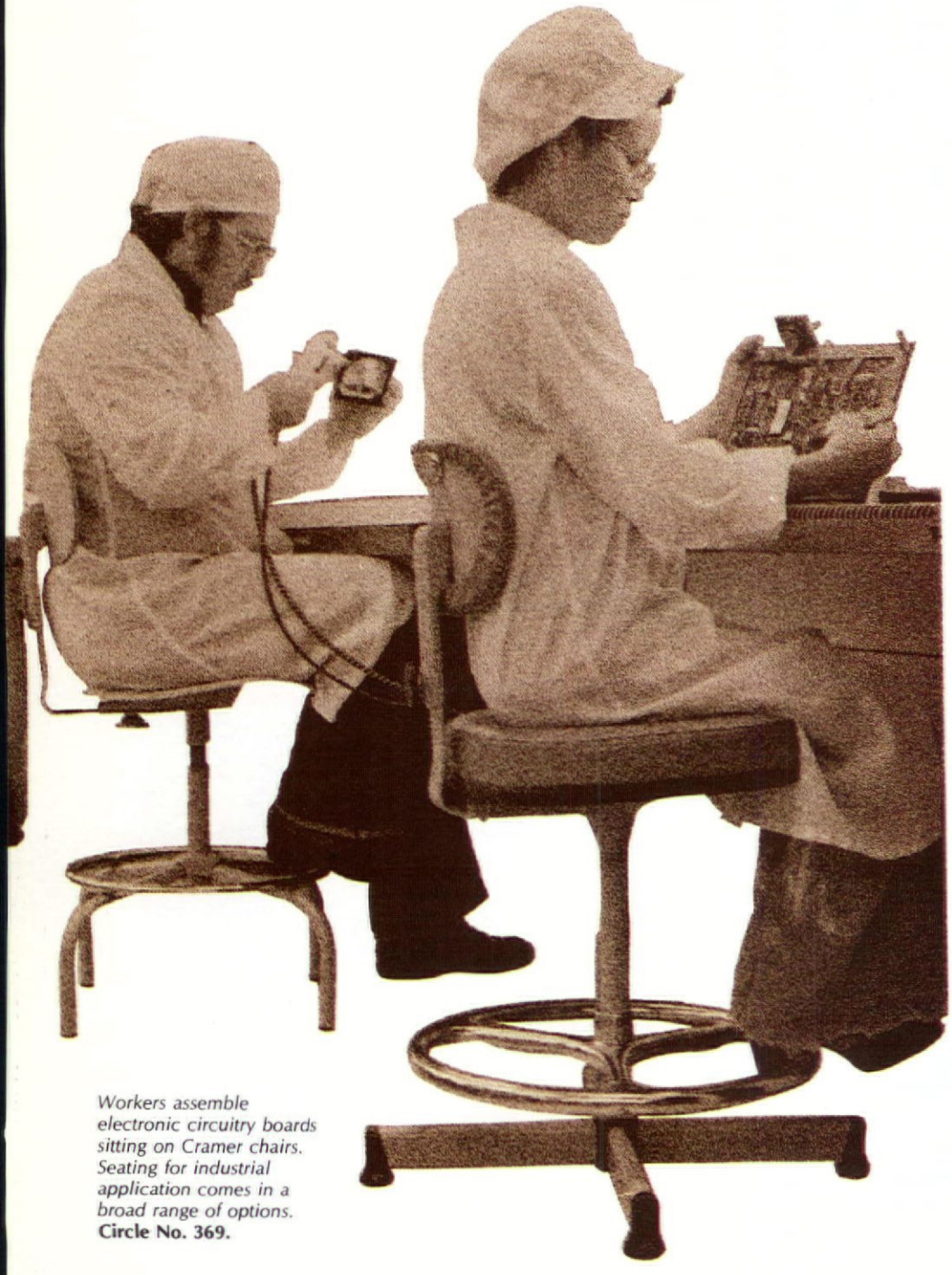
5.1	Up to 24,999 sq. ft.
21.5	25,000-99,999 sq. ft.
21.5	100,000-199,999 sq. ft.
16.5	200,000-499,999 sq. ft.
35.4	500,000 sq. ft. or more

What is your firm's annual CONTRACT DOLLAR VOLUME?

5.1	Under $50,000
3.9	$50,000-$99,999
25.6	$100,000-$499,999
12.8	$500,000-$999,999
21.8	$1 million-$5 million
30.8	Over $5 million

MANAGERS UPGRADE INDUSTRIAL SEATING

Concern for human factors makes headway in clean room and factory settings



Workers assemble electronic circuitry boards sitting on Cramer chairs. Seating for industrial application comes in a broad range of options. **Circle No. 369.**

by **KAREN SIDRANE**
Associate Editor

"If a firm purchases a $150 chair over a conventional $27 stool," says Henry Keultjes, President of Microdyne, an industrial chair manufacturer in Mansfield, Ohio, "a gain of only one minute per day of productivity pays off handsomely. With a $15,000 employee, the cost of the new chair is justified in less than four years."

That is the crux of the push to upgrade industrial seating both by specifiers and plant managers, who now link productivity to ergonomic seating. The productivity message began in the white-collar office environment and is just now filtering back to two areas of institutional seating — electronic clean rooms and other forms of light/heavy manufacturing.

Exploring static- and dust-free rooms for electronic assembly also reveals new physical concerns for seating, such as contamination and conductivity. In contrast, factory workers in typical plant settings remain tied to a highly competitive market of conventional stools and simple seats.

HIGH-SALARIED WORKERS JUSTIFY HIGH-END CHAIRS

Typically, in the Silicon Valley computer area of the West Coast, seating has proved to be critical to productivity. Working in areas that require absolute cleanliness, lest delicate electronics products be ruined, these workers are responsible for close concentration

work that can be affected by fatigue. Because these high-technology employees command high salaries, management is coming to realize that the cost of an ergonomic chair is a very small investment compared to wages and benefits.

Ron Swanson, Product Manager of the Office Division, InterRoyal, Michigan City, Ind. has observed clients upgrading for the clean room with the Intergo Technician's Swivel Stool. Intergo began as an ergonomic office line and has now expanded into the electronic assembly field.

"High-tech workers are so costly, management can't afford to have unproductive workers," explains Swanson. "This kind of employee won't be satisfied with the run-of-the-mill factory chair."

Simple adjustments, however, can make all the difference, as Richard Fenske, Market Manager/Utility Products Group of Cramer, Kansas City, Kans., points out.

"An employee may have a negative perception of an unpadded chair but if that chair is properly adjusted, it could be more conducive to productivity than an improperly adjusted padded chair."

CONDUCTIVITY CAUSES ELECTRONIC DAMAGE

If a chair or person is not grounded in a clean room, current will pass through the person's hand to sensitive microprocessor chips and destroy them. However, eliminating static from the environment is a sticky problem. In chairs, every caster and interconnection must transmit charges to the floor. Keultjes feels the best way to protect equipment is to ground people instead.

"Chairs roll around and are less reliably grounded than people," he notes. "Manufacturers used to hang a chain to the floor, serving as a ground, or use grounded casters, but for the last few years, the preferred technique is to ground people."

According to Cramer's Fenske, nothing has proved to be the right, single effective solution.

"Firms have tried grounding machinery, people, and footrests. Some managers have placed ground poles near work areas for employees to rub to kill a charge. But people forget and damage themselves or the materials with electricity."

Fabrics are chemically treated or woven with conductive elements, but these have drawbacks also.

"Conductive rubber sheathing tends to be a loose weave which collects and releases dust in the clean room," notes Fenske. "Sheathing is abrasive, causes perspiration, and is not design-oriented."

William Klein, VP/Technical Director of United Technical Products, concurs with Fenske that several measures must be taken. The Westwood, Mass.-based firm produces office accessories for static control and modifies chair lines to be static-free.

"For complete protection, the manufacturer should include several safeguards which, on the surface, appear redundant," says Klein. "You just can't afford to have a person emit high charges or the floorcovering to build up static."



High-Tech chair from GF is designed for workers doing detailed work requiring close concentration. Seat adjusts to 24 3/8 in. high with a simple piano stool mechanism.
Circle No. 370



Seats and backs are curved in Bevco line to reduce fatigue and promote good posture. Model 1600 high chair has swivel and footring. Height adjusts to 34 inches.
Circle No. 371.



High-quality bearing surfaces and particle-free upholstery make Tech Seating from InterRoyal suitable for laboratory and other technology uses.
Circle No. 372.

STERILITY DEPENDS ON WEAKEST LINK

Dust or particulate contamination is another concern in clean rooms. These areas are specified on a class basis according to needs. As electronic parts



INDUSTRIAL SEATING

Use several methods to ensure grounding

become more miniaturized, the more critical dust levels become. In general, designs or materials used in furnishings should not collect or dissipate dust. Spindle grease must be removed and replaced with dry lubricant; glides must be hand cleaned. Fenske suggests all



Cramer's wiring stool (on special order) is for use inside computers. Compact chair doesn't waste an ounce of space with one or two tool drawers beneath seat. According to Designer Robert L. Wehner, VP/Research & Development, stool is a substitute for a box crate, the only other feasible item to sit on at that height.
Circle No. 373.

chair pieces be chromeplated, rather than using traditional industrial finishes such as paint, baked enamels, vinyls, or epoxy, because chrome has the greatest lifespan.

"The most stringent clean room would use unpadded plywood or plastic for the seat because these materials won't break down," Fenske says. "The next best choice is fiberglass, which does eventually disintegrate. However, all three materials are the most uncomfortable."

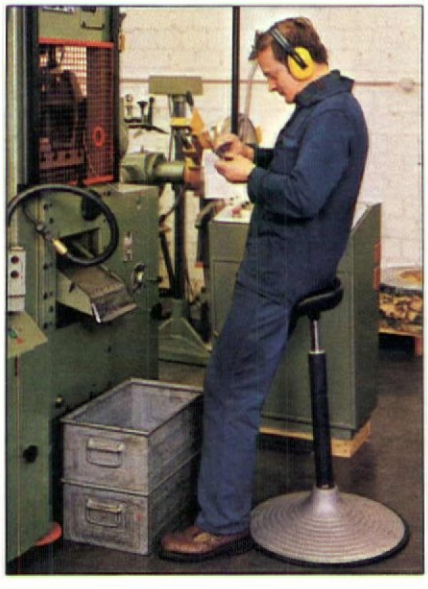
If the client opts for comfort, for productivity reasons, Fenske suggests using vinyl upholstery rather than fabric because woven fibers catch dust. In addition, when a person sits down, inner materials are forced out. There is some particulate release from vinyl, but not nearly as much as with fabric. At Cramer, upholstery seams are weltless and invisible with double stitching to avoid dust collection.

FACTORY SEATING EMPHASIZES PRICE

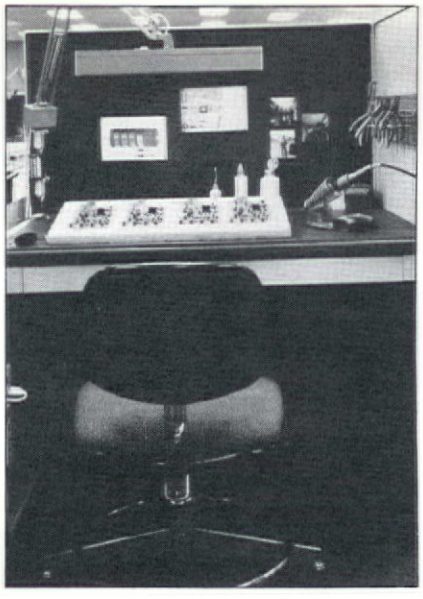
Factory workers are subject to extremely repetitive, fatiguing tasks, and several shifts of persons may use the same stool. Despite these disadvantages, standard factory seating tends to be purchased for price and durability, rather than comfort. Average prices range from $30 to $125 per chair, with the majority under $50.

Traditionally, purchasing agents for client firms or staff engineers have specified seating without giving high priorities to safety and support. Today, as the profession has specialized and production, environmental, and safety engineers have taken responsibility for employees, production is increasingly linked to worker satisfaction.

Design options for factory seating are fundamental, but critical. Height adjustment is vital to assembly line production because it allows versatility in positions. Most manufacturers offer



Sit-Stand automatically adjusts to shifting weight in any direction. Seat, from Fixtures FMC Ltd., is tip-proof with a 22 in. diam. base.
Circle No. 374.



Model 451 from Steelcase is representative of several lines that can be used in light industrial application. Chair is extremely adjustable and anti-static casters are available.
Circle No. 386.

ranges from 27 to 36 in. high. Fixtures FMC Ltd., Kansas City, Mo., recently entered a joint manufacturing agreement with a German firm for Sit-Stand, an armless stool that leans in any direction. According to President Norman Polsky, the flexible stool evolved in response to a German labor ruling that guarantees workers 10 minutes of rest for every hour they stand on their feet.

SUPPORTIVE BACKS REDUCE FATIGUE

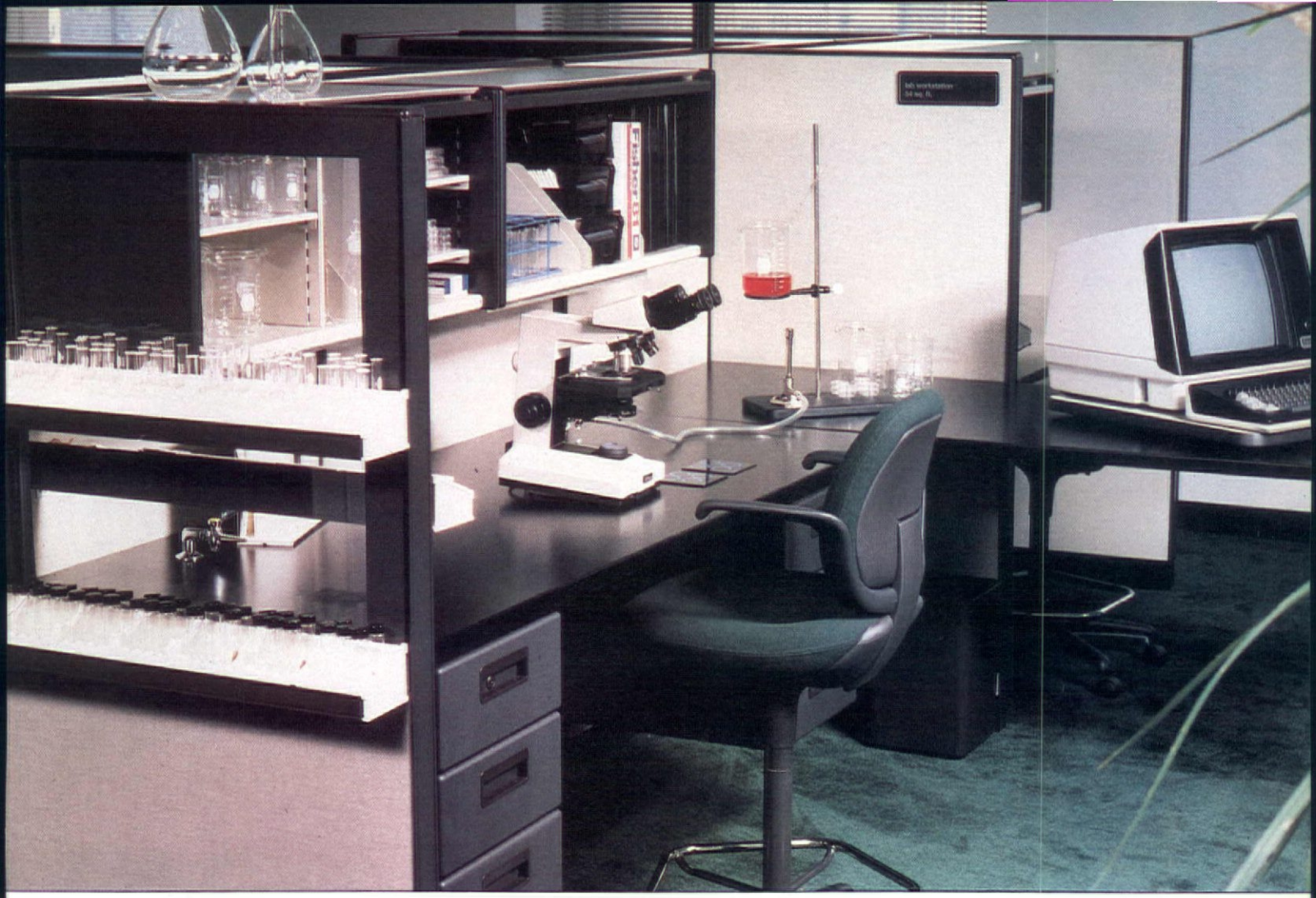
Adjustable back supports are another essential option.

"Without any adjustment," explains Microdyne's Keultjes, "A back is of little importance and people simply lean away from any support at all. Since many industrial facilities have different shifts, our sales run higher with automatic chair backs than with manual backs."

Speed of adjustment is more important than the material a chair is made of, according to Fenske.

"Chairs that are used by two or three different sized people must be able to adjust easily in three minutes," he notes.

Footrings are very important in factory seating because workers' feet often do not rest squarely on the ground. InterRoyal reports that the ring allows a



BioChair, from AmSeCo, has made its way into the laboratory setting. Dual-axis back pivots and rotates at the same time, moving with the user. Workstation shown is outfitted for laboratory use. **Circle No. 375.**

person's legs to be fairly level from hips to knees. A chair that is too high can exert pressure on an artery or vein, interfering with circulation.



Vitra Flex stool from Herman Miller, meets needs of factory workers with swivel mechanism and five-star base. **Circle No. 376.**

LABOR UNIONS PUSH IMPROVEMENTS

As factory technology grows more sophisticated, operations change. One man does work that 10 men used to do. Seating should meet these changing physical demands. Slowly, innovation is moving into factory seating specification and labor unions may be the prime movers.

"After wages and benefits have been determined, people look to working conditions," says Fenske. "Workers know that they don't like sitting on orange crates and folding canvas stools. In comparison, a plastic chair is a great improvement. And management is looking more closely at productivity surveys and finding that spending an extra dollar on seating means fewer errors, less rework and scrap, and most importantly, happier employees." □



Microdyne chairs come in 12 heights. Waterfall seat front relieves pressure under thighs. Products do not require grease or oil for maintenance. **Circle No. 377.**



La-Z-Boy



Artopex



All-Steel



Comforto



Condi



President

SPECIFIC JOB ACTIVITIES DICTATE CHAIR DESIGN

"Interaction between operator, task to be performed, and equipment used must exist on a triangular feedback basis. You cannot view each as a separate entity."
—Dr. K.H. Eberhard Kroemer

Models C92056 and C92066 from **La-Z-Boy** feature 5-span wood base, upholstered wood arms, swivel tilt casters, and seat height adjustments. Options include swivel glide, return swivel glide, and walnut finish.
Circle No. 227.

Launched at Neocon XIII, **Artopex's** new Contact Collection features seating specifically designed for work station application. Unique construction of suspension system provides for body support and weight distribution, thus preventing numbness. Differing models offered can fulfill wide variety of functions, including model which features retractable arms.
Circle No. 200.

All-Steel's new 600 series seating features two models in 14 different styles. Executive series includes posture back versions, synchro-tilt operation, swivel-tilt, and non-swivel-tilt models. Operational series has seating for data processing and secretarial as well as four versions of engineering/drafting stools. Sitting comfort is key feature of series, which offers contoured cushions,



Fixtures



Fortress



UTP



Curtis

Supporting quotes for this review were gathered at an ergonomics and human factors seminar sponsored by Interplan, the interior planning division of Baltimore Stationery Co., Baltimore, Md. Dr. Walter Kleeman, professor of Interior Architecture at the University of Colorado, is author of the recently published book, "The Challenge of Interior Design." Dr. K.H. Eberhard Kroemer is professor of ergonomics and industrial engineering at Wayne State University, Detroit.

pneumatic height adjustment, and a wide variety of fabric colors. **Circle No. 201.**

Comforto's System 15 is an operational chair series for every working environment from clerical to top level management. Each of the five chair styles is designed for specific job activities enabling it to adapt to various user and workstation uses. Features include infinite posture and height adjustment, resilient arms, edgebanding, shock absorber, and a tip-proof, five-prong base. **Circle No. 205.**

Pelly Chair System from **Condi** is based on years of engineering and medical study of the human body at work. Chairs have asynchronous, single-lever, three-way control allowing cushion and backrest to free-float or lock in place. Textile cover is laminated to foam cushions that have air channels to reduce body heat. Pneumatic cylinder suspension cushions the lower spine. **Circle No. 209.**

"S" Range chairs from **President Office Furniture** were developed in conjunction with a leading orthopedic physician to reduce and prevent lower back pain. Now available in three different ranges, chairs are offered in high back, low back, executive, secretarial, and side chair configurations, all with patented posture curve support. **Circle No. 203.**

Fixtures FMC introduced its discovery office seating system at Neocon 13. System encompasses a total program form clerical to chairman of the board with seats in three widths and six back heights. Altogether there are 34 ergonomically designed models, and eight grades of upholstery plus leather. Chair can be pneumatically adjusted to a different person, work station or task, or allow movement with the body. Among the innovations are safety casters, integral foam arms and backs that are scuff and scratch resistant, loop arms, removable seat and back cushions, and memory swivel. **Circle No. 212.**

"Designers have a responsibility to tell people how to use a chair. Most people are not even aware of how to adjust their own chairs."
—Dr. Walter Kleeman

Executive Posture chair is from **Fortress,** and is part of that company's new Task series for open office, secretarial, and middle management seating. **Circle No. 216.**

"People are not machines and do not react as machines."
—Dr. Kroemer

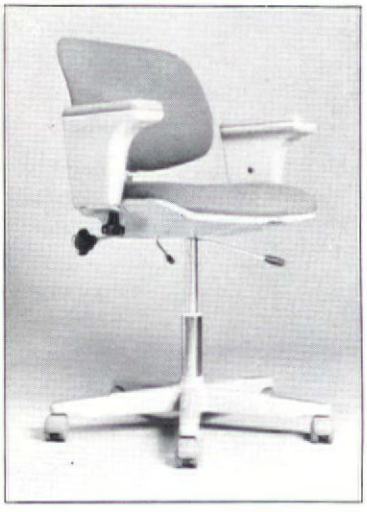
Anti-Static Workstation chair from **United Technical Products** is specifically engineered to be the anti-static seating companion for CRT and other workstations. Other design features include contoured back, waterfall front, pneumatically controlled seat and back adjustment, vertical back adjustment, five-star base, and dual-wheel casters. Cushions are easily removed for cleaning. **Circle No. 235.**

From **Curtis** is the 2800 series — a system of seating components which feature two seat sizes, four sizes of self-adjusting backs, swivel, tilt, or posture mechanisms, and spin or gas lift. Chairs come with either casters or glides and with or without arms. **Circle No. 211.**



Probber

Facit





Castelli



Steelcase



CI Designs

CHAIRS

Posture back regulated by rubber-packed spring

Harvey Probber's new Task Chair has a flexible back operated by a concealed spring mechanism buried within the chair. Molded in one piece of Proberon urethane foam over an integrally sprung steel frame, chair is available with either soft upholstered foam arms or without arms. It is offered in a variety of fabrics and leathers. **Circle No. 229.**

Facit Comfort Chair features waterfall front seat, firm back padding, contoured back rest, adjustable height, pentapod base, wool and rayon fabric, and a sturdy plastic shell. Arm rests can be raised or lowered to fit physical stature and function. Knob adjustment allows seating width to be expanded or contracted. **Circle No. 215.**

Designer Robert De Fuccio and **Castelli** have developed the new DF series for executive and conference seating. Series is designed to provide comfort and support within the framework of simple elegance. Chair is constructed of a molded plywood and tubular steel frame covered in a flexible, flame retardant polyurethane. DF series comes upholstered in a variety of Castelli fabrics and COM. **Circle No. 210.**

Steelcase has added three new models to its ConCentrix seating line: a new operator's model, an operational stool, and a fixed side chair. Each is based on original operator's model, and incorporates anthropometric design features. These include waterfall front and posture-correct back design. Operator's model features a posture back regulated by a rubber-packed spring. Back tension is adjusted by a T-handle. Height adjustment is either manual or touch-actuated pneumatic option, and all models are available with full range of base and upholstery colors. **Circle No. 233.**

CI Designs offers great flexibility with its 70 Series designed by Vincent Cafiero. Among the



IKD



Vecta



IIL



Hickory



Pace Collection



Gunlocke

options: chairs with no arms, with open arms, upholstered arms, secretarial backs, high backs, and extra roomy executive seat size. Chairs are supplied in either mirror chrome or bronze with trim. Double wheel caster is standard on either 4-or 5-star base. **Circle No. 207.**

Custom-fit Regent chairs by **Domore/IKD Corp.** feature a Constant-Force backrest for continuous back support. Level of pressure is maintained through the entire tilt range, from sitting upright to full recline. Series includes executive, secretarial, guest, and conference chairs. All are available in standard Domore upholsteries or COM. **Circle No. 223.**

A combination of fulcrums, coil tension springs, and arms that function as springs form the basis for the new Wilkhahn FS Series from **Vecta Contract.** Designed by Klaus Franck and Werner Sauer, the FS Series consists of 11 models in three groups of seating: high back, manager, and operator chair, with and without arms. Two pivot arms are attached at the lumbar portion of the backrest, and to an axle at the chair's center of gravity. They are linked together with the frame and armrests, and each pivot arm rotates in concert with the other. **Circle No. 236.**

Designed by Bernd Muenzebrock, the Attache chair series from **IIL International** is offered in standard and high back configurations. Frames are made of tubular steel which is fully padded and upholstered. Bases are of cast aluminum. Series includes conference chairs with swivel or swivel/tilt action and desk chairs with pneumatic control. **Circle No. 222.**

Clerical chair from **Hickory Business Furniture** has large scale back, full length wood shroud base, and has been tested to ANSI standards as adopted by BIFMA. All exposed wood is solid cherry with a 14-step, hand-rubbed lacquer finish. Controls provide for seat height, back height, back position, and tension of back. **Circle No. 221.**

Daria Executive Chair series from **Pace Collection** features high and low-back executive and a conference chair. Designed by G. Faleschini, chairs are constructed of curved wood. They are available in a choice of either leather, suede, or fabric. Offered with either upholstered or polyurethane arms. **Circle No. 230.**

Gunlocke has combined solid steambent white oak with engineered comfort and support in its new line of Tempus seating. Series features high-back management, mid-management, and taskworker models, with or without oak arms. Options include pneumatic or manual seat and back adjustments, a fixed angle back adjustment, or combinations thereof. **Circle No. 218.**

"People will not use adjustments on chairs if adjustments are difficult to operate."
—Kleeman

Snap-on-off cushions speed replacement



AGI



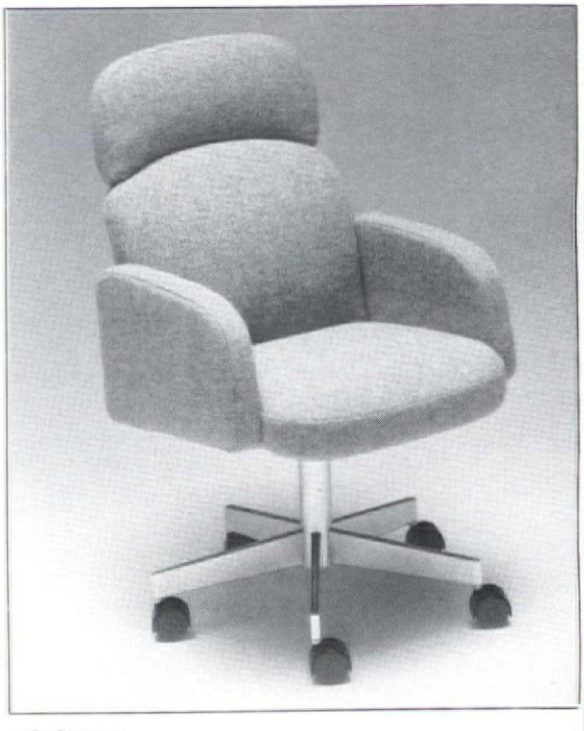
Girsberger



Gregson



Boling



Schafer Bros.



JSI

Kingston Series plush executive chair from **AGI Industries** is available in a variety of fabrics, vinyls, and leathers. Chair features dacron padded urethane foam seat and back. Arms are trimmed with solid oak. Five-leg wood base is fitted with Shepherd Pacer dual wheel casters. **Circle No. 202.**

Girsberger offers a wide range of seating from task to executive level. All chairs are fully adjustable with a single lever and include pneumatic cylinders. All cushions can be snapped on and off for replacement or cleaning. **Circle No. 217.**

Gregson's 883-NT swivel tilt traditional office chair is custom tailored. Entire 880 Series is available in all of Gregson's stock vinyl, fabric, or leather selections as well as COM. All exposed wooden parts are solid walnut, offered in either oil or lacquer finish. **Circle No. 220.**

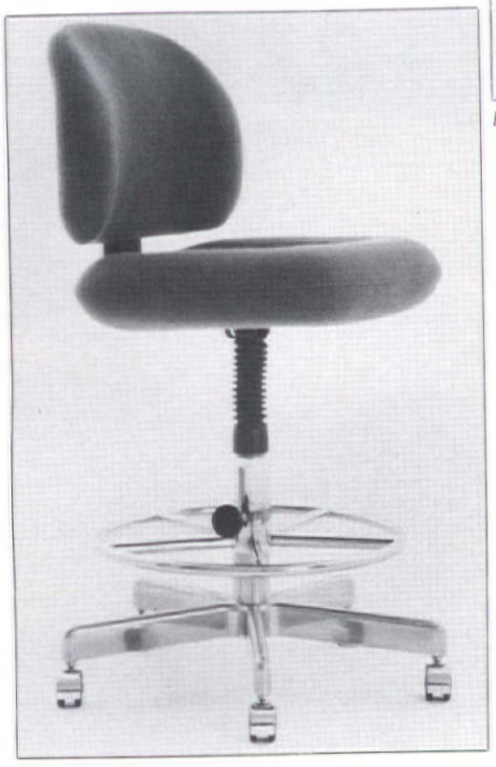
Executive Posture Chair 4955 from **JSI/Jasper Seating** features diamond tufted back with pillow back roll and waterfall seat in choice of nylon, vinyl, or leather. Swivel base is solid walnut equipped with wrap-around brass-finished scuff plates and Shepherd ball casters. **Circle No. 226.**

Scaled for today's open plan office, the 5500 Series from **Boling Company** features a swivel chair designed with special back support in approximately 25 versions including a side chair. Fully upholstered models have mirro-chrome, bronze, or wood finish base with upholstered or exposed wood arms. Wood finish is available in either walnut or ash. **Circle No. 204.**

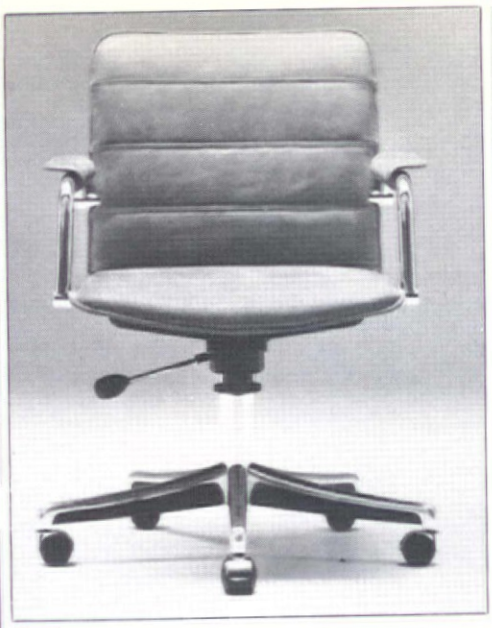
Introduced at Neocon XIII, the Sistema office seating group from **Schafer Bros.** offers 13 basic models which expand to 38 variations. Each chair is designed from the inside out, and combine durable hardwood with a network of springs and molded foams. When exposed, wood frame is offered in either oak or walnut laminates. **Circle No. 231.**



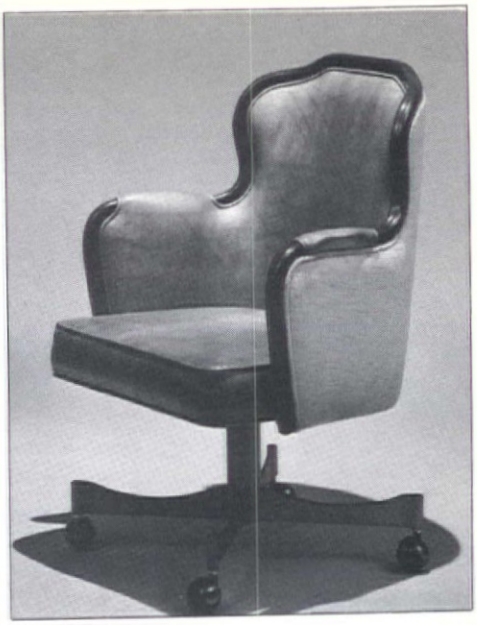
Charlotte



InterRoyal



Davis



Gasser

Charlotte Chair Co. maintains a large stock of its #653 and #663 shell seating series on a same-day service basis. Chairs are upholstered in neutral all-nylon tweed, and can be shipped the same day orders are received. **Circle No. 208.**

Gamma, from **Davis Furniture,** is a collection of office seating designed by the Dreipunkt Ac-team for management and conference seating with a light-scale look. Die cast aluminum base is imported from Germany along with the telescopic pedestal mechanism with adjusting tension. **Circle No. 213.**

Model E-998 is from **Gasser Chair. Circle No. 219.**

InterRoyal's Intergo Seating Series features contoured shape to furnish firm lower lumbar and leg support. Adjustable seat and back adapt to any size or shape body. Armrest is attached to backrest, paralleling direction in which the body's arms move with upper trunk. Series is available in 13 models and in a wide range of fabrics. **Circle No. 224.**

Ergonomically designed, with digital reading device and tilting mechanism, new Labomatic Chair from **Labofa** enables user to adjust chair without having to get up. Designed by Jacob Jensen, chair has digital reading device which charts figures of seat height, angle, depth, and back height. Adustments are made by means of gas springs. **Circle No. 225.**



Labofa



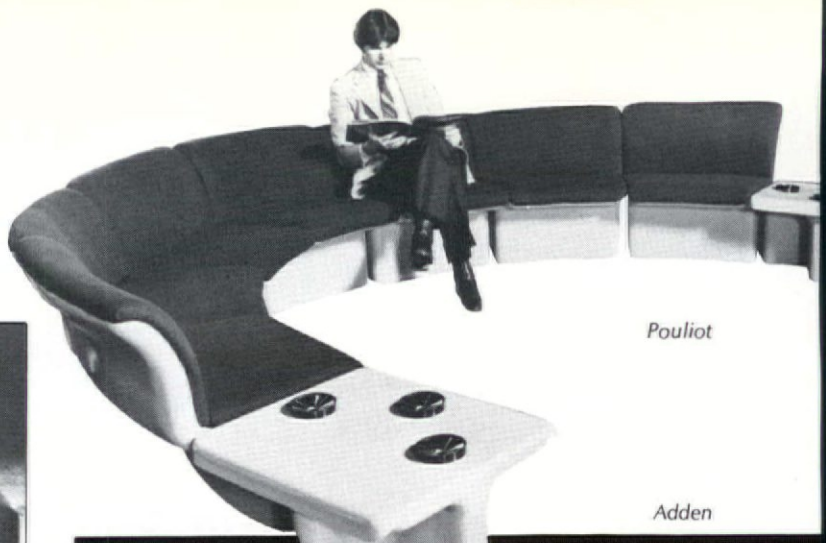
LOUNGE SEATING

"Discomfort in the back is the most common complaint of chair users."
—Kleeman

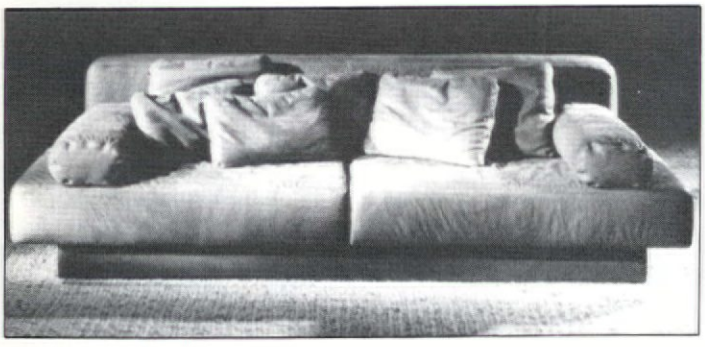
Kisabeth's new Modular 1000 series offers a wide range of sizes and shapes. Units can be coordinated to work around existing columns. Soft or firm seating is available. Cubes can be used as tables, privacy pedestals, hidden storage units, or display shelves. Kiln-dried hardwood frame substructure ensures durability. **Circle No. 254.**

CHAIRS

Easier upholstery changes



Pouliot



Suedes & Leathers

Adden

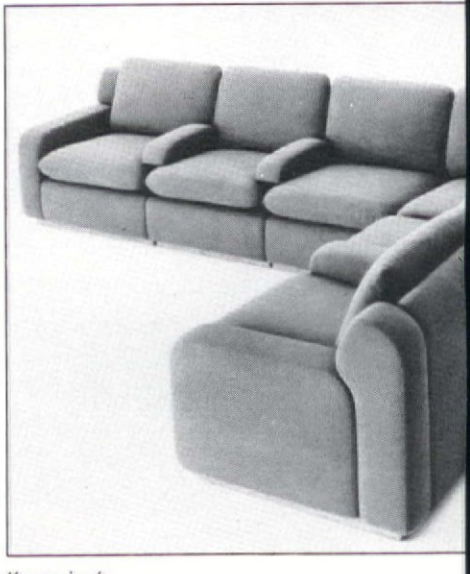




Stendig



Hayes



Kasparian's

From **Suedes & Leathers** is Delphi couch, which features all loose pillows for added versatility and comfort. Couch measures 98-in. wide by 41-in. deep, and company will customize according to specification. **Circle No. 261.**

Pedestal concept in flexible modular furniture is seen in Vertelounge from **Pouliot Designs**. Earl H. Koepke design features fiberglass shells in 14 standard colors, plus custom. No tools are required to fasten units together. Upholstery can be changed quickly, and any materia can be used. **Circle No. 259.**

Flexible system of upright lounge seating is called Barrett, and is available from **Stendig.** Fully cushioned with dacron on foam, arm element is curved to form armrest. Curve is continued along back. Construction is of hardwood frame with rubber webbing. Series consists of four units, and may be covered in a selection of leathers or fabrics or COM. Upholstery seat and back covers are zippered. **Circle No. 262.**

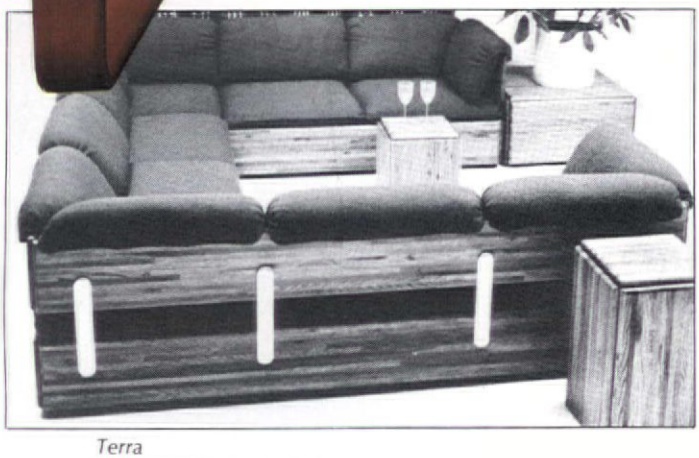
Tuxedo style Companion sofa and chair are part of **Adden's** new Corporate Collection of solid wood office furnishings. Sofa features coil spring construction and loose, zippered back and seat cushions for easy cleaning. Units may be upholstered in either Adden's Irish wool or nylon collections. **Circle No. 239.**

Sequent modular seating system, designed by Ray Zimmerman for **Hayes,** features a wide variety of table, arm, and seat module arrangements. Series is offered with a choice of matte black or matte putty base and table finishes. **Circle No. 252.**

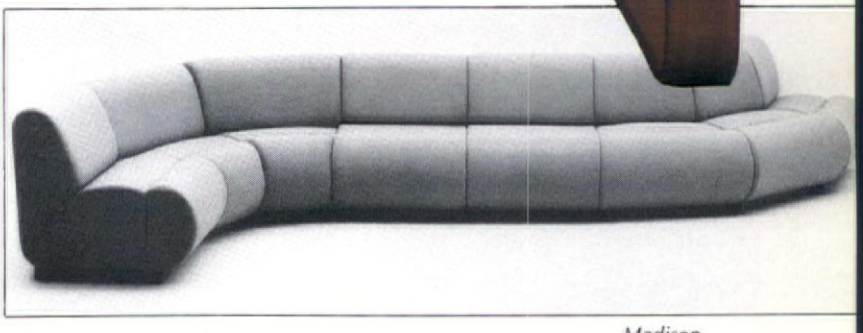
Barry Brukoff's modular lounge seating group from **Kasparian's** features flexibility. Intermittent arm allows for maximum seating in public areas. Different heights of the arms and back are structurally unified by innovative elbow joint. Available in either leather or fabric. **Circle No. 253.**



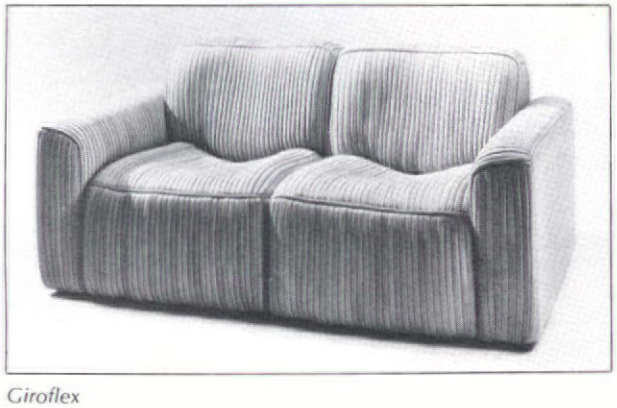
Gia



Terra



Madison



Giroflex



Avery Boardman

Vertically pleated leather earmarks Turf, a seating group designed by Van elu, div. de Sede, available from **Gia Internationale Designs.** Series includes all components for modular arrangements as well as sofas, loveseats, and lounge chairs. **Circle No. 388.**

Matrix modular seating group by **Terra** uses exposed solid oak butcher block offered in three finishes — dark, medium, and natural oil. Designed by Charles Gibilterra, Terra features metal brackets which are also available in three choices — chrome, antique brass, and matte black. **Circle No. 263.**

From **Madison** is new Classic Group, designed by Arthur Umanoff. Seating features moveable spring back attached by patented no-sag springs mounted on one-in. sq. tubular steel. Elements offer a variety of curved and serpentine configurations. Laminated oak base is available in three finishes, and upholstery comes in a variety of colors and textures. **Circle No. 257.**

Lignas is a series of seating and tables from **Giroflex.** The extra sofa element, designed for random combination with shelf units and occasional tables either as a single unit, two-seater or three-seater or in a row of any desired length, opens up additional configuration possibilities. Made of wood, leather, and metal. **Circle No. 389.**

Chrome strip model DSC from **Avery Boardman** is available in twin, ¾, queen, and full size bed. Variations of pillow styling and base treatment are offered. This model, like all Avery Boardman models is made of kiln-dried Ashwood frame with custom work and special specifications available. **Circle No. 237.**

CHAIRS

Leather is vertically pleated



Brayton



Roffman



Harvard Interiors



American of Martinsville

Individual elements that make up **Brayton's Domäne** seating are not mass-produced. Each unit is a unique model to suite individual demands. Cushions are upholstered in leather that bears the scars of wild pampas herds. Other materials are also offered. Base is slightly recessed, and unit can be grouped as either a two-seater or as a space-filling landscape. **Circle No. 243.**

Bravado sofa from **Edward Axel Roffman** has carefully calculated seat height and depth to permit comfortable rising from a seated position. **Circle No. 260.**

Built for durability and practicality using all-welded, 16-gauge steel tube construction, **Harvard Interior's** Unitech and Enterprise lounge furniture features walnut-finished hardwood armrests and satin chrome-finished frames. Each series offers a complete line of lounges, benches, chairs, and tables. **Circle No. 251.**



Kinder/Congoleum

American of Martinsville has a contemporary collection of Studio I furniture for hotel/motel, dining, or lobby application. Collection is made from elm veneers, solid maple, and rare olive ash burl veneer. Rounded edges are highlighted with brass perimeters. **Circle No. 238.**

Multi-purpose guest room/lobby chair is from **Kinder Div./Congoleum.** DC 592 chair features an open front deck making floor cleaning more convenient. **Circle No. 247.**



Claud Bunyard

CB1010 chair is from **Claud Bunyard Design. Circle No. 245.**

CASUAL FURNITURE

"There is no average person. You cannot design for the average, so you must come up with a balance and design for the central two-thirds percentile."
—Dr. Kroemer

Steel stacking chair from **Architectural Complements** was developed for the Munich Olympics. Constructed from tubular steel and wire, chair is then coated with durable synthetic finish. Available in white or dark green. **Circle No. 266.**

Fiberglass seating from **Peter Pepper Products** and matching table are fully enclosed with a smooth finish inside and out. Chairs can be recessed completely under the table top forming a single unit. Several color options are available. **Circle No. 276.**

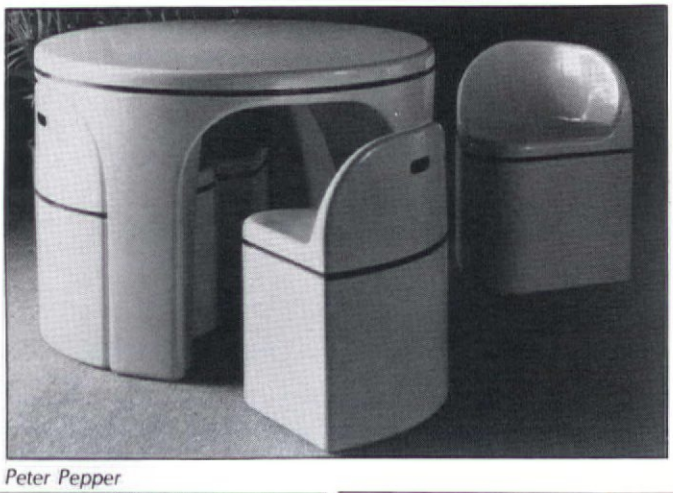
FF chair from **Gold Medal** features hardwood frame with fabric seat and back. Frames fold from front to back for ease of storage. Seat and back are made of heavy-duty canvas or nylon. **Circle No. 271.**

All-welded, rectangular aluminium chair and table frames from **Virtue of California** are light-weight and rust free. Coronado Series has electrostatically applied powder coating that resists color fading. Horizontal straps are made of polyvinyl chloride and table tops are offered in acrylic, glass, or white melamine. **Circle No. 282.**

Format collection from **Cado-Royal** is designed to achieve comfort while incorporating special ergonomic considerations. Chairs are made of form-pressed laminated beech. All visible wood is treated with polyurethane to insure easy care. **Circle No. 246.**



Architectural Complements



Peter Pepper



Gold Medal



Virtue of California



Cado Royal System

CHAIRS

Outdoor seating uses cantilevered format



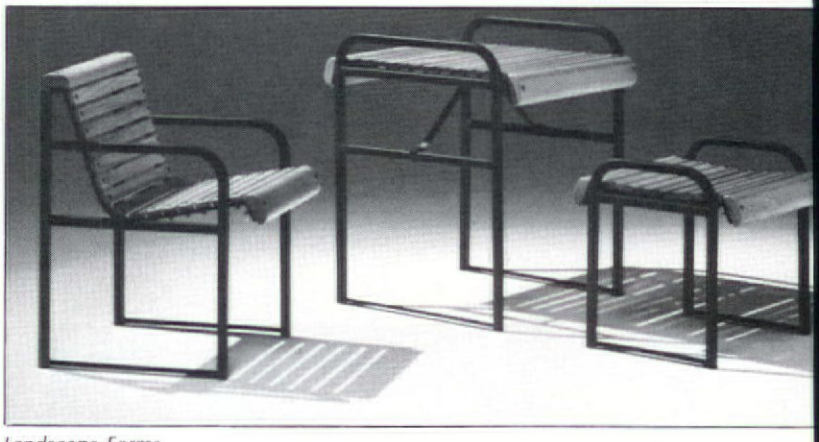
Brown Jordan



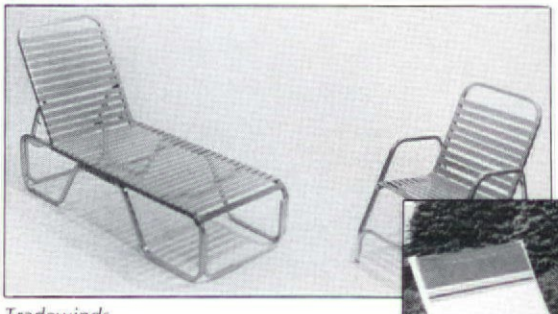
Tropitone



Systema



Landscape Forms



Tradewinds



Telescope

"Chances are that if the user feels his chair is good looking and well built, he is going to like it and be comfortable with it."—Kleeman

Systema's wicker collection for the contract market consists of lounge, two- and three-seaters, couches, dining chairs, and matching pedestal tables. Also included are several modular systems. Designed by Michael Wolk, collection has detailed cushions which are custom-fit for each piece. **Circle No. 277.**

Outdoor public seating from **Brown Jordan** uses cantilevered format and solid cast aluminum frame for extra strength. Called Caldwell Cast series, seating is available with either vinyl straps or vinyl coated polyester mesh fabric. **Circle No. 267.**

Wood and metal combination chair, table, and stool are from **Landscape Forms.** Also offered in the same style are a long, backless bench and a backed bench. **Circle No. 272.**

Tradewind's Tropicwinds collection is manufactured from heavy gauge .065 drawn aluminium and is coated with the firm's exclusive Duracote finish. All frames are welded and use stainless steel fittings on moving parts. **Circle No. 279.**

Marrakesh chaise from **Tropitone** is offered in 19 colors with matching lacing/frame color in combination or contrasting colors. Lacing is of mildew- and ultra-violet-resistant virgin vinyl. Finish is baked-on powdered plastic which is three times thicker than paint. **Circle No. 280.**

Telescope's Gardenella collection has heavy duty aluminum frames with durable baked-on finish in sand or white polyester. Seating is vinyl coated poyester woven mesh and is inserted into the frame for easy replacement. **Circle No. 281.**

SIDE CHAIRS

"Comfort is the number one attribute that users want in their chairs."—Kleeman

L&B's Houdini Hi-Tech chair employs a suspended seat and back on elbows of chrome. Available in two- three- and four-seat modular settees. **Circle No. 306.**

Sling chair from **Nevins Worldwide** is made from Australian Bullock hide and chrome plated steel. Designed by Clement Meadmore, chair uses sling principle in such a way as to automatically include armrests. Steel structure consists of back brace and uprights welded into a single unit, and two front elements locking leather in place. Leather is in a loose sling form, seamed between seat and back contact areas. **Circle No. 309.**

Sculptured frames of palmyra vine distinguish the Linea Cara collection designed by Karl Rausch for **Baker Furniture.** Each handmade piece is a molded form with Palmyra vine applied to a wood core. **Circle No. 295.**

Liisberg Chair, from **Executive Office Concepts,** was designed by Henrik Lissberg to inter-relate. Arm and armless chairs can be ganged together in various tandem seating arrangements. Stacking chairs nest together. Steel reinforced molded plastic inner-shell is engineered with correct body contours for maximum comfort. Upholstery, foam, and inner-shell are bonded together to insure against fabric stretch or wrinkles. Chair frame is of laminated oak. **Circle No. 299.**

Model 2700 from **Shelby Williams** has foam padded seat and angled back. Designed by Jan Ekselius, chair features birch veneer plywood which provides contemporary look. Stacking arm chair is recommended for conference centers as eating areas. **Circle No. 384.**

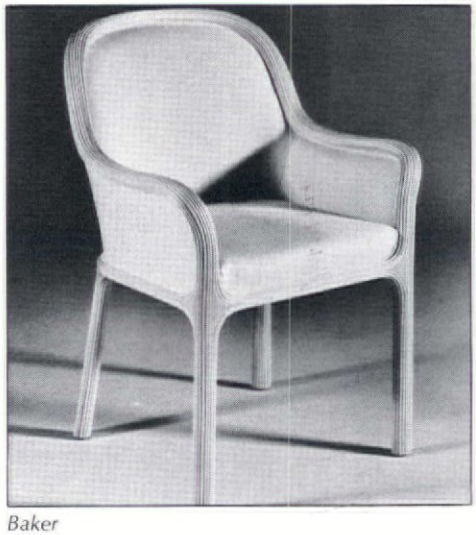
Stow Davis's Continuum Series, designed by Warren Snodgrass, has solid white oak or American black walnut frames. Concealed frame is solid maple, molded hardwood plywood. Seat is HR Polyfoam over elastic webbing. Offered in a variety of fabrics, vinyl, leather, or suede. **Circle No. 311**



L&B

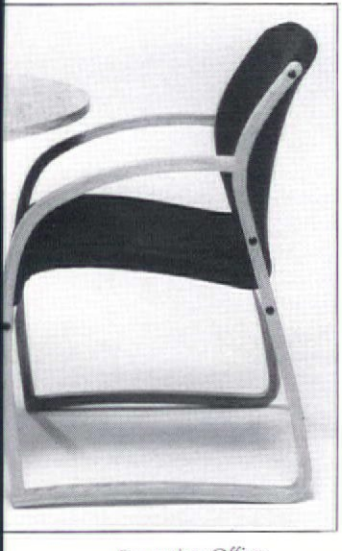


Nevins Worldwide



Baker

Stow/Davis



Executive Office Concepts



Shelby Williams



CHAIRS

Armchair stacks

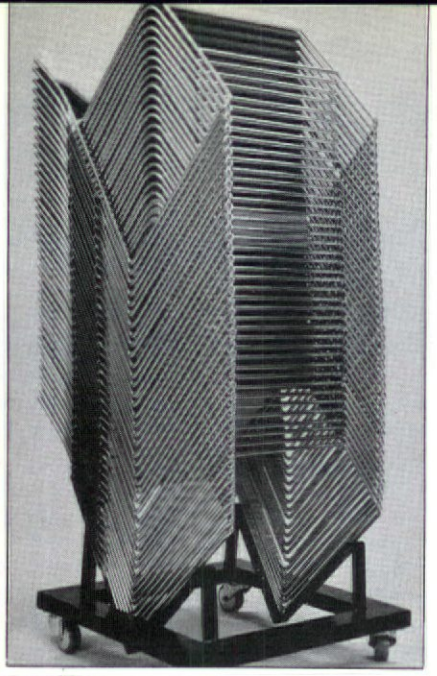


Hag

Congress chair from **Hag** is a stacking chair without the feel of a stacking chair. Available with or without arms, optional glides, writing tablet, and two different linking devices. Chair is offered in natural beechwood, or in walnut, oak, mahogany, and rosewood stains. Upholstered in fabric or leather. **Circle No. 301.**

From **Scandiline,** this versatile stacking chair weighs 14 lbs. and is available in leather or fabric. Optional accessories include arms, writing tablet, and stacking cart. **Circle No. 310.**

Designed by Robert DeFuccio, **Falcon's** stubby stacker is constructed of solid wood in a variety of finishes. Bent wood back, turned dowels, and seat are connected with a metal fastening system for maximum durability. Chair is offered with either a saddle or upholstered seat. It is also available in several bright colors in addition to wood finish. **Circle No. 315.**



Scandiline



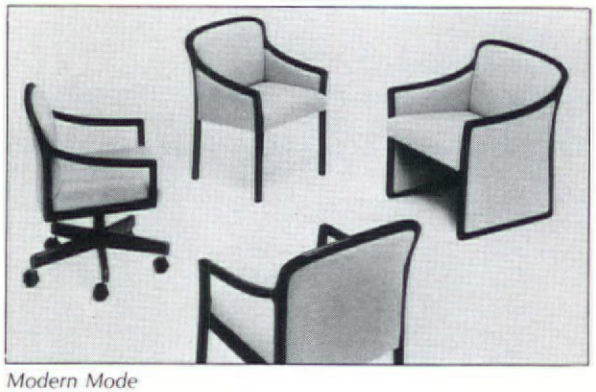
Falcon



Virco



Kimball



Modern Mode



Kinetics

Study/lounge chair from **Virco Mfg.** provides firm support for desk use or tilts at 15-degree angle for reclining. Built to withstand heavy use, chair has thickly padded contoured seat and backrest for comfort. Optional armrests are offered in matching upholstery or natural finished wood. Available in a choice of vinyls and fabrics. **Circle No. 314.**

Combining stainless steel with walnut or leather, **Kimball's** X0 chair is shaped to conform to the human anatomy. X0 chair and matching table/bench were designed by Leif Blodee, and are offered in leather versions as well. **Circle No. 305.**

Designed specifically for the corporate environment, **Modern Mode's** four new executive chairs are delicate in scale, yet comfortable and strong. Designed by Norman Cherner, series has fully upholstered backs and sides, and is available in frames of solid cherry, walnut, or oak. Variety of oil and of fabric selections. **Circle No. 307.**

Knuckles 100/400 series from **Kinetics** is a complete range of arm and armless chairs that stack and gang utilizing a unique plastic connector. Accessories include a stacking dolly, book basket, and tablet arm. Seat shells are offered fully upholstered or in birch. **Circle No. 304.**

MULTIPLE SEATING

Series 3100 Seating from **Corry Jamestown** offers 7 models of office seating, including modular seating (shown). Shell chairs, with or without arms, tables, and accessories combine to form a wide number of different arrangements. Features include polished chrome base, tufted or non-tufted seat and back, and solid black shell, arms, trim, and base cover. **Circle No. 367.**

American Seating Co.'s 36M auditorium and conference room seating, introduced at Neocon 13, has an articulated back which provides an unoccupied dimension of only 15 inches. Beam-mounted design by Leif Blodee minimizes clutter of chair supports, achieves an open appearance, and simplifies floor maintenance. Choice of wood or upholstered back and seat. **Circle No. 364.**

Designed by Dave Woods, ikria assembly seating is from **JG.** Upholstered compound curved seat and back panel provide comfort during prolonged use, and counter-balanced seat insures 90-degree automatic seat return at all times. Frames are manufactured to exact floor slope requirements. Outer shell of injection-molded black polypropylene or fully-uholstered options are offered. Three distinct frame configurations and electrical requirements are available. **Circle No. 365.**

Rudd's Rabbit Program is a system of multiple seating made of stamped steel parts welded to form various components. As part of the program, the Rabbit Beam Group is a system of tables and chairs that attach to a horizontal beam. Arrangement of seats, tables, and accessories, as well as the length of the beam, can be configured to meet individual requirements. **Circle No. 366.**

Loewenstein's Modulamm is an integrated, stacking/ganging seating system for auditorium and related assembly requirements. Pressed steel tube construction is protected with scratch-resistant epoxy based paint. Anatomically shaped backrest/seat assembly is available in ash, polypropylene, or flameproof polyurethane padding and upholstery. Options include swivel base, arm rest, writing tablets, racks, translation boxes, and ashtrays. **Circle No. 368.**

"The longer you sit the less comfortable you are."
Kleeman



Corry Jamestown

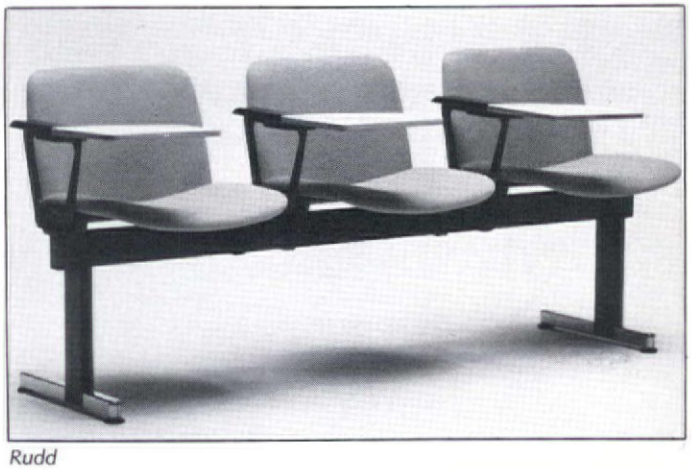


American Seating

Loewenstein



JG



Rudd



MECHANISMS AND MATERIALS PLAY KEY ROLE IN ERGONOMIC CHAIR DESIGN

Components that promote movement, relieve pressure, provide support, and protect under diverse contract conditions are reviewed here

When man invented the chair, could the rocking chair be far behind? Movement is a continuing requirement of the human body either standing or sitting, and even in sleep. That is the fundamental consideration of ergonomic chair designers, who provide varying degrees of articulation to chairs to accommodate the physiological need of the body to move.

If one observes someone seated in a rigid chair, it is only a matter of time before that person uncrosses knees and reverses position, or in some way shifts the body to relieve pressure and enhance circulation.

Consequently, some chairs merely flex to the reflexive rhythms of the human body. Other chairs give in abundance when pressure is applied to key parts. And adjustability is the instrument that enables chairs to meet the needs of infinitely variable bodies.

Head to toe affect

Norman Polsky, peripatetic president of Fixtures FMC Ltd., Kansas City, Mo., chair manufacturer, points out that all parts of the body are affected in the sitting process, including head to toes. "But, there are three key areas," he says. "When a person sits down, first contact is usually the buttocks. About 75 percent of the total body weight is supported by only four square inches at the ischial tuberosities, the two part of the pelvic girdle nearest the seat. This pressure has been estimated as high as 85 to 100 pounds per square inch (psi), while pressure only a few inches away is at only four psi. By curving the seat, pressure is spread over a greater surface to equalize the psi."

Recess needed for comfort

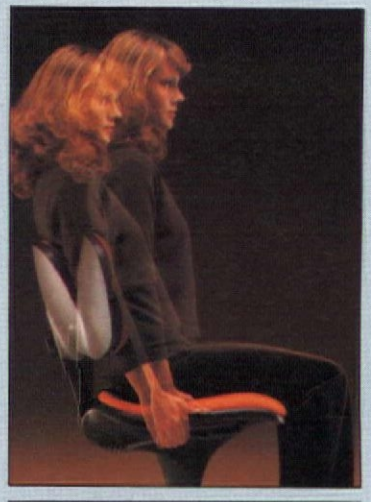
Without a comfort pocket to help reduce pressure, the sitter is constantly shifting his weight to one side or the other to relieve this pressure.

The back, points out Polsky, is another critical area of comfort. Sitters are constantly trying to balance their weight, flexing the vertebrae to move about, trying to find comfort in the lower back called the lumbar area — encompassing only five vertebrae. "Almost all sitting functions require lumbar support," he says, "a gentle push, not an easy chair effect, allowing the spine to be concave, not convex."

The third critical area of comfort is the lower thigh or popliteal area, he says. "If a seat is too high, pressure can develop there, cutting off circulation in the lower legs. It can even cause varicose veins."

A few of the mechanisms and components that contribute to the ergonomic viability of chairs are presented on these pages. Others are clearly seen on seating pages elsewhere in this issue. □

Fixtures FMC Ltd.







Fixtures FMC Ltd.'s Discovery seating has a back support with a posture spring that is free hinging, in addition to numerous adjustments for any body size or type. A pneumatic cylinder eases back inclination. Heavy spring shock absorber is in base. Pneumatic height cylinder also aids height adjustments. **Circle No. 317.**



Steelcase

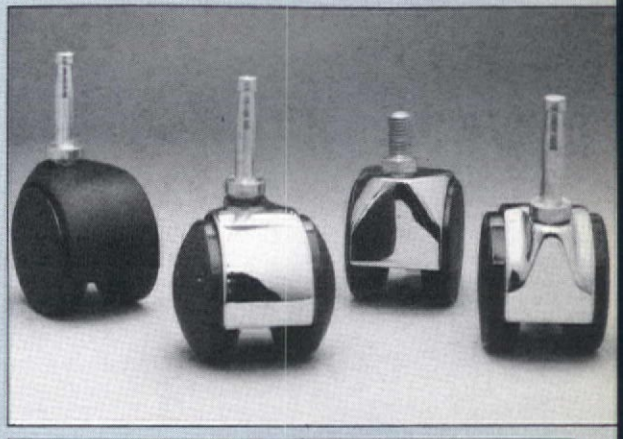
Steelcase's ConCentrx control mechanism permits back to be pushed back with minimal rise in seat front. Models used with computers permit motion without moving operator's head out of zone of acuity, thus eliminating eye-strain and promoting comfort. **Circle No. 331.**

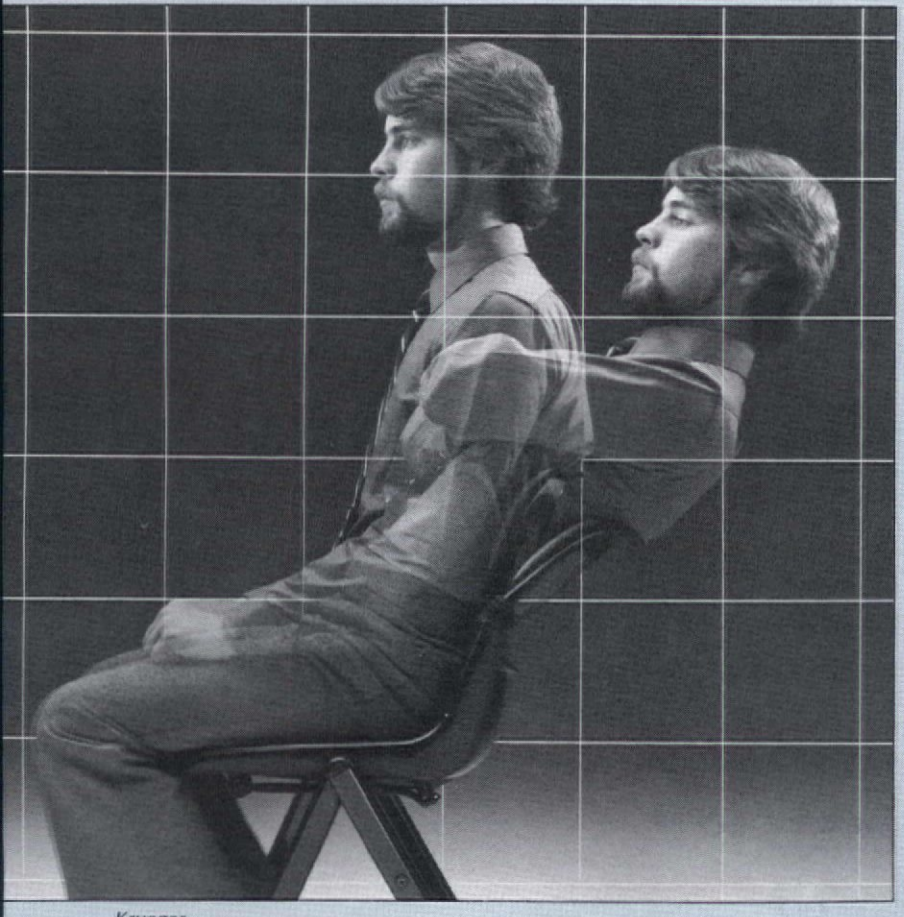
Krueger's Dorsal seating system, designed by Emilio Ambasz and Giancarlo Piretti, shows a built-in flex that changes configuration automatically when the user changes position, without requiring mechanical adjustment. Seat and backrest is joined by a steel hinge with integral spring mechanism that is covered by plastic bellows. **Circle No. 319.**

Cinca Caster Corp. has new dual wheel casters with wide or narrow chrome hood, bubble or flat wheels, available in a variety of colors. Casters pass BIFMA standards. **Circle No. 327.**

Masland Duran vinyl in a Colonial Inn pattern is featured on this side chair. The leather-like vinyl is treated for extra durability and scuff resistance in hard-use areas. Soft, supple, and comfortable, the vinyl is available in 24 colors. **Circle No. 323.**

Cinca





Krueger



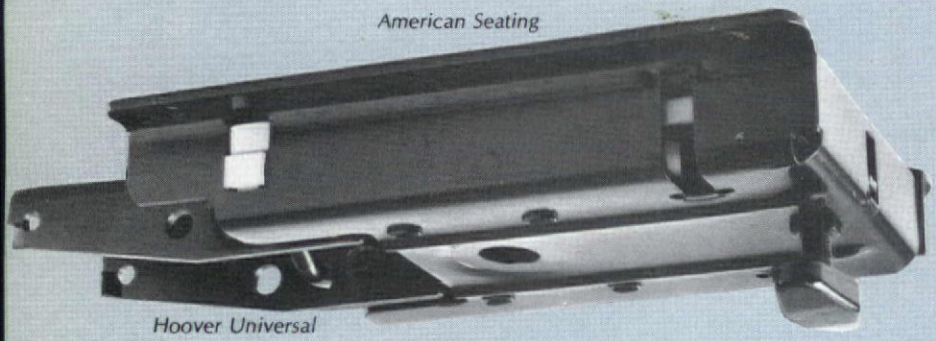
Masland Duran

CHAIR COMPONENTS

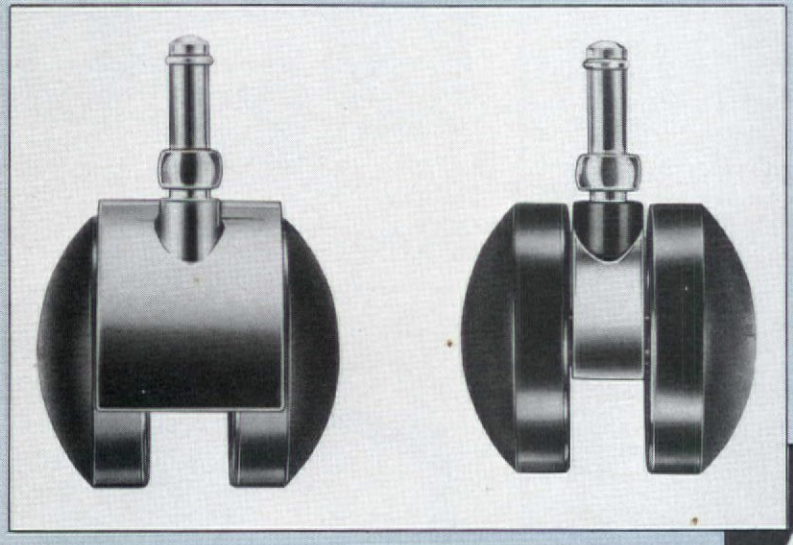
New foam softens under body heat



American Seating



Hoover Universal



Shepherd



Haworth

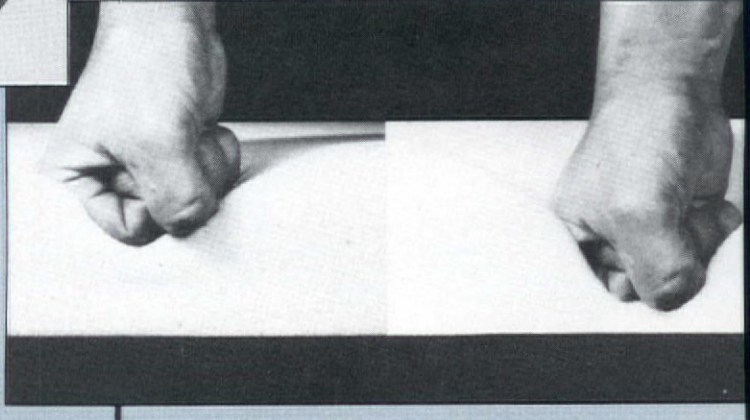
American Seating Co.s new Bio Chair features a 360 degree dual axial floating back support that gives the sitter a full range of muscular flexibility, preventing stress in the sacrolumbar area. Soft perimeter cushioning eliminates pressure points. Cantilevered arms absorb body weight. **Circle No. 318.**

Hoover Universal's new torsion bar control increases efficiency by divorcing tilt back from seat rise. Competitively priced, the control is ulta-thin, only 1 5/8-in. high and has been designed for secretarial and junior executive chairs. Designated Thinseng, the control meets rigid GSA and BIFMA standards. It is available with or without swivel plate for up/down or in/out adjustment. **Circle No. 329.**

Shepherd's new spherical twin wheel caster has a ball caster look. It combines superior swiveling and mobility because the dual wheels place more wheel surface on the carpet, while the dual wheels travel in opposite directions to minimize twisting of carpet fibers. Both a full and narrow skirt are available, with choice of steel or zinc die cast bodies. Wheels are 2 3/8-in. diameter, offered in black nylon for carpets or urethane for hard floors. **Circle No. 322.**

Haworth's new IntraSystem Seating System 130 chairs incorporate a number of adjusting mechanisms illustrated that facilitate body movement. They include height, initial back angle, back angle torsion, and swivel-posture tilt adjustments. **Circle No. 321.**

Specialty Composites Corp. has introduced a totally different polyurethane foam called Confor Foam, which softens under body heat to help eliminate pressure points, according to the company. It also conforms to body shape, allowing blood to circulate freely, thereby eliminating the need to shift body weight around in search of a more comfortable position. Breathable open-celled structure permits air to circulate through it so that perspiration and moisture is dissipated. **Circle No. 326.**



Specialty Composites



Giroflex

Giroflex's Pasal executive chair employs an exclusive automotive mechanism that allows the chair to be tilted back into a balanced, relaxed position, yet the height of the front edge, where blood normally is constricted because of upward pressure, remains constant. **Circle No. 330.**

Vecta Contract describes its new Wilkhahn chair F/S line as one having a kinetic interaction with the sitter. Changes in the inclination of seat and backrest and the angle between are determined solely by the position of points of rotation in conjunction with a flexible area in the body of the seat. A spring armrest provides counteracting pressure against body weight, among other unusual features in the broad chair line. **Circle No. 320.**

Plastiglide now has a new Gemini twin wheel caster available in 2 3/8-in. wheel diameters, as well as 1 3/4 and 2-in. sizes. Two styles are offered: a full hood design and a narrower center housing. Both styles are available in electroplated metal finishes, matte black, or special order colors. They meet BIFMA, ANSI, and GSA specifications. **Circle No. 324.**

Kay Springs new KushionFloat features springs that are quickly and easily installed because they are not under tension. The deep springing combines the luxurious comfort of upholstery springs with the resilience and long life of sinuous springs. Ends are tipped for fast installation. Spring edge is featured front and rear, with built-in pitch. One size fits all widths. **Circle No. 328.**

Shelby Williams has introduced the 4800 Series with body molding of inside seats and backs of high impact styrene. To maintain comfort, foam is also molded to shape, using a high resiliency formulation. All components require molds or dies, from glides to internal fastening devices. Model 4851 (shown) is a deluxe stacking chair with black integral skin arms for conference use. **Circle No. 387.**

EST is making another contribution to safety with introduction of two new five-leg bases. The series consists of legs that are arched (8100) or straight (8200) in three standard sizes. Construction is 16-gauge elliptical steel tubing legs, sculptured diecast hub, and injection molded ABS end caps. They are available in chrome or various colors. **Circle No. 325.**

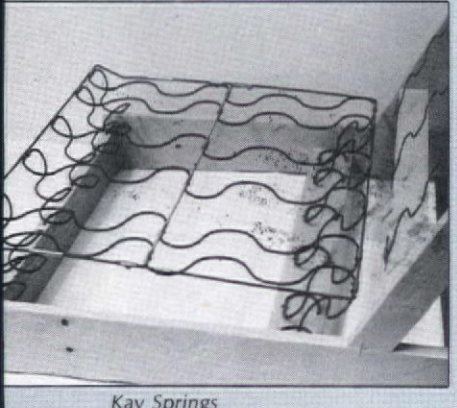


Vecta Contract





Plastiglide



Kay Springs



Shelby Williams



EST

Design: Gilbert Lesser ©1981 Designer's Saturday, Inc.

Designer's Saturday '81



DESIGNER'S SATURDAY GROWS AS SHOWROOMS GEAR FOR HUGE INFLUX

Seventeen thousand invitations in mail for 14th New York City high quality contract furniture showroom event October 16 and 17

Quantity is the word added to quality to describe the 14th annual Designer's Saturday showroom event to be held in New York City, October 16 and 17. It applies both to the number of showrooms, increased from 30 to 38 this year, and to the huge numbers of designer/specifiers that will be drawn to the "Big Apple" — invitations are out to 17,000.

Thousands of designers/specifiers/architects are expected to come to Designer's Saturday from as far south as Florida, as far west as Chicago, and even from Canada, Europe, and other foreign countries. Showrooms will be open from 9:00 AM to 5:00 PM daily.

Newest high-style, quality furniture manufacturers to join Designer's Saturday include: Dux, GF, Gunlocke, E.F. Hauserman, IIL International (iil), Kreuger, and Shaw-Walker.

Topping two days of showroom visits and one day, Thursday, October 15, for students, will be a cocktail reception at and for the Metropolitan Museum of Art, Fifth Ave. and 82nd St., from 7:00 to 9:00 PM, Saturday night, October 17. Guests will have the opportunity to view the exciting new Astor Court (a Ming Dynasty garden) and the Dillon Painting Galleries during the party. Tickets will be available for $10 (a tax-deductible contribution) from individual showrooms and at the Museum for those who do not pre-register.

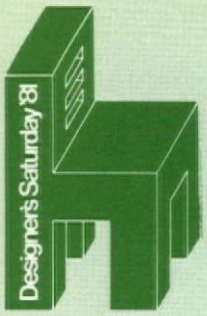
Significant expansion hailed by industry

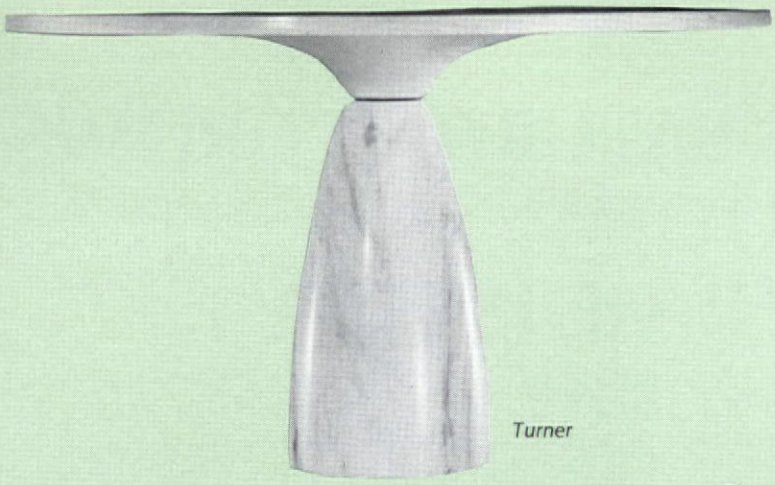
Robert Cadwallader, President Designer's Saturday, comments on the much heralded event: "Addition of the new showrooms constitutes the largest expansion in the 14 years of successful Designer's events. That growth is a reflection of the vitality of the event and promises to benefit all members of the Association, as well as the thousands of designers who will attend. It now is so successful that it is considered an 'Eastern market' and is even being copied in England." Other members of the Executive Committee are: Joan Burgasser, Thonet, Vice President; Ozzie Krug of Cumberland, Treasurer; Steve Brickel of Brickel Associates, Secretary; Steven Kiviat, Atelier International (ai); Leonard Eisen, Intrex; Leon Rosen, Pace; Howard Cooper, Steelcase; Ted Noble, Harter; and Phil Hendrickson, Krueger. Linda Foa is executive administrator. □

DESIGNER'S SATURDAY MEMBER FIRMS*

Arconas/Airborne Corp., 150 East 58 Street
Atelier International Ltd., 595 Madison Avenue
B&B America, 745 Fifth Avenue
Beylerian Limited, 305 East 63 Street
Brickel Associates, Inc., 515 Madison Avenue
Castelli Furniture, Inc., 950 Third Avenue
CI Designs, 136 East 57 Street
Cumberland Furniture Corp., 40 East 49 Street
Dunbar Furniture Corp., 305 East 63 Street
Dux, 305 East 63rd Street
GF Business Equipment, Inc., 655 Madison Avenue
The Gunlocke Co., 919 Third Avenue
Harter Corp., 4 West 58 Street
E.F. Hauserman, 489 Fifth Avenue
Haworth New York, Inc., 655 Madison Avenue
Helikon Furniture Corp., 315 East 62 Street
ICF Inc. (International Contract Furnishings), 305 East 63rd Street
IIL International (iil), 595 Madison Avenue
Intrex, Inc., 150 East 58 Street
JG Furniture Co., Inc., 1345 Avenue of the Americas
Knoll International, 655 Madison Avenue
Krueger, 919 Third Avenue
Jack Lenor Larsen, 232 East 59 Street
Lehigh/Leopold Furniture, 150 East 58 Street
Metropolitan Furniture Corp., 979 Third Avenue
Herman Miller, Inc., 600 Madison Avenue
Pace Collection, Inc., 321 East 62 Street
Harvey Probber, Inc., 979 Third Avenue
Shaw-Walker, Chrysler Building
Steelcase, Inc., 299 Park Avenue
Stendig Inc., 410 East 62 Street
Stow/Davis Furniture Co., 950 Third Avenue
John Stuart International, 979 Third Avenue
Sunar, 730 Fifth Avenue
Thonet, 305 East 63 Street
Turner Ltd., 305 East 63 Street
Vecta Contract, 150 East 58th Street

Although there are 38 member firms, only 37 are listed here because the 38th firm will not have its showroom open in time for the event, and, therefore, requested anonymity until next year.





Turner

Pace



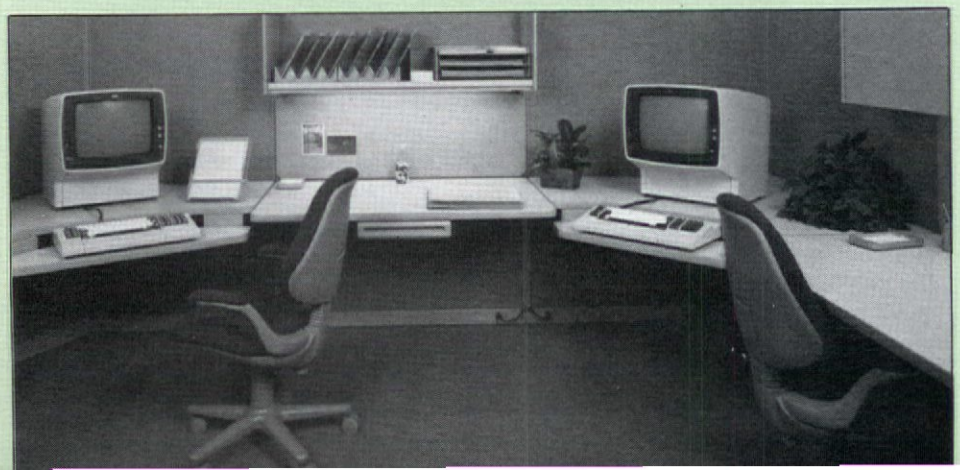
Thonet





Stow/Davis

Haworth



TURNER PRESENTS ELEGANT STONE DESIGNS

Red Persian travertine, black granite, and Swabian oil shale are some of the natural materials used in the Draenert collection from Turner. Model 1790 (shown) is a graceful design for coffee, side, or dining table heights; available in open-or closed-pore travertine, Persian travertine, or various marbles. *Circle No. 286.*

PACE CARRIES DIVERSE PUBLIC SEATING LINE

Pace is the exclusive distributor of Olivetti Synthesis in the U.S. One new selection is the Edys seating series. Low side tables or a series of three to five Edys seats, with or without armrests or writing tables, can be applied to structural steel beam. Beam is anchored to the floor and is equipped to accommodate headphones. *Circle No. 346.*

THONET EMPHASIZES BEAUTY OF STACK CHAIRS

Oval tube, metal stack chair from Thonet has a one-piece elastic fabric seat. Back support slips over interior perimeter frame. Cantilevered chair, designed by Warren Snodgrass, stacks six high with floor interlocking frame construction. *Circle No. 347.*

STOW/DAVIS DISPLAYS ADDITIONS TO ELECTA

New finishes and veneers offer added options to the Electa system of desks and credenzas from Stow/Davis. In addition to standard finishes and veneers, Electa will be produced in teak, walnut, cherry, and oak finishes with either bronze or chrome trim. Desk tops come in leather, wood veneers, vinyl, or plastic laminate. Alexis Yermakoff designed the group to accommodate any combination of drawers, files, shelves, knee spaces, doors, and secretarial L retunes. New textiles will also be presented. *Circle No. 287.*

HAWORTH EMPHASIZES OPERATOR COMFORT

New 120-degree corner electronic support work surface and a 90-degree corner EDP work surface will be introduced by Haworth. Both surfaces have fixed or adjustable, recessed keyboards pads. Cable access notches on surface back edges direct wiring down to power receptacles and communications raceways. Firm also has 180-degree panel-mounted EDP surfaces. *Circle No. 283.*

CUMBERLAND OFFERS 654 TABLES

Six hundred and fifty-four different standard tables, in the first of several phases, has been introduced by Cumberland Furniture. Bases come wrapped in stainless steel, vinyl, veneer, or with a recessed panel. Top sizes are produced from 48 in. in diameter to 20 by 5-ft.; shapes are round, rectangular, boat, and racetrack oval. A quick-ship program of the most popular sizes will be available. *Circle No. 351.*

INTREX UTILITY/FILE COMPLEMENTS SERIES

Paul Mayen will present yet another addition to the Katonah series of desks, credenzas, and file units for Intrex. Utility/file cabinet has three utility drawers and three file drawers. The latter may be used for letter- or legal-size filing. Drawer fronts have integral drawer pulls, characteristic of Katonah. Unit is offered in 13 standard lacquer colors, four woods, and four burls. *Circle No. 339.*

GF REVEALS DIVERSITY OF DESK COLLECTION

O.P.S. Desk Collection was designed to complement the GF Open Plan System (O.P.S.). Desk can be completely enclosed within a workstation or be used free standing. Work surface is produced in six widths, ranging from 32 to 68 in. and in depths of 20½ to 36 in. Work heights move in one-half inch increments, from 26½ to 29½ in. Laminated end panels and surfaces are shown in entire spectrum of O.P.S. colors and finishes. Desks were developed in collaboration with industrial design firm of Sundberg-Ferar. GF has also expanded its color options with 11 panel fabrics, six upholstery fabrics, and a neutral gray finish for hard surfaces. *Circle No. 285.*

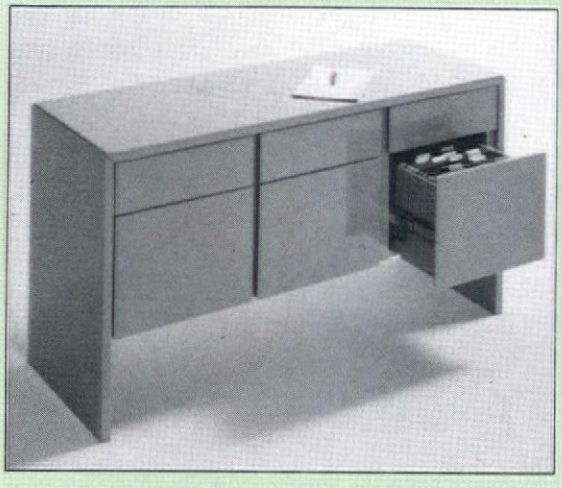
HELIKON DISTINGUISHES CANED HIGHBACK

Peabody Lounge Series, designed by Lawrence Peabody, features curved, architectural styling. Unbroken wall may be specified in cane or upholstery. Series comes with lounge chair, two-, three-, and four-seat sofa. Cushioning comes in fabric or leather and edging may be selected from a wide range of woods, from Helikon. *Circle No. 335.*



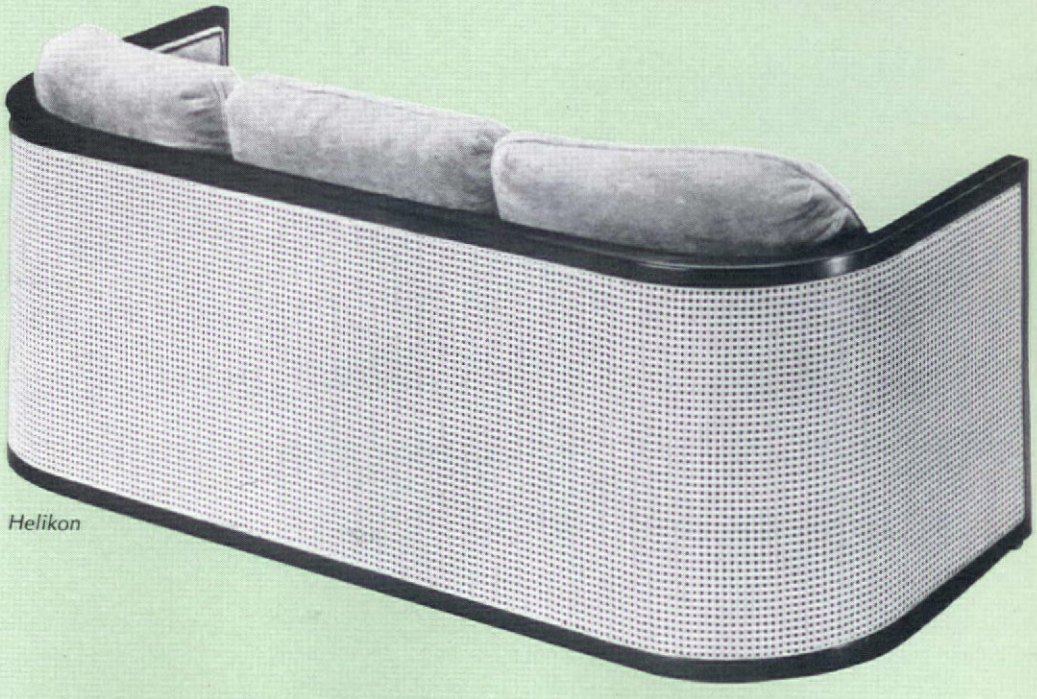
Cumberland

Intrex

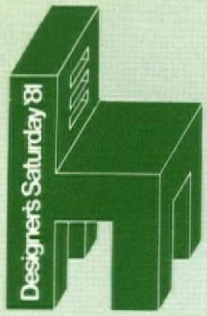


GF





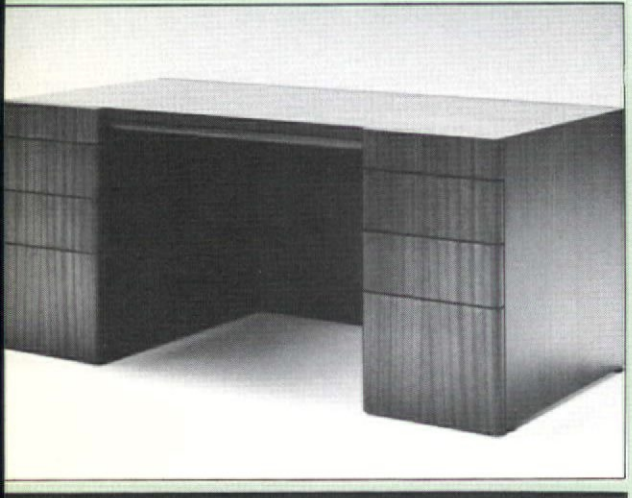
Helikon





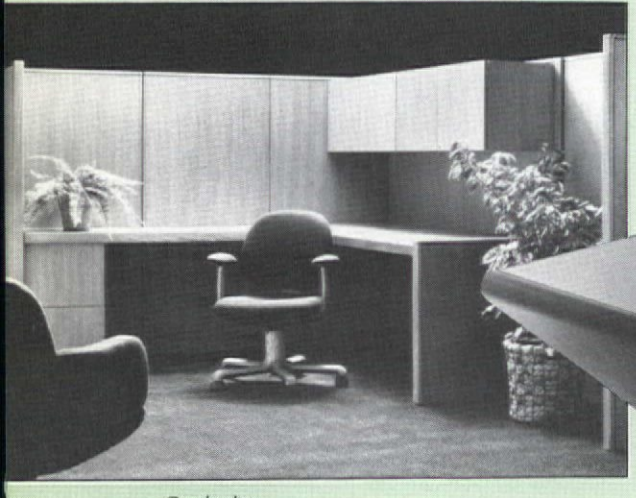
Vecta

JG

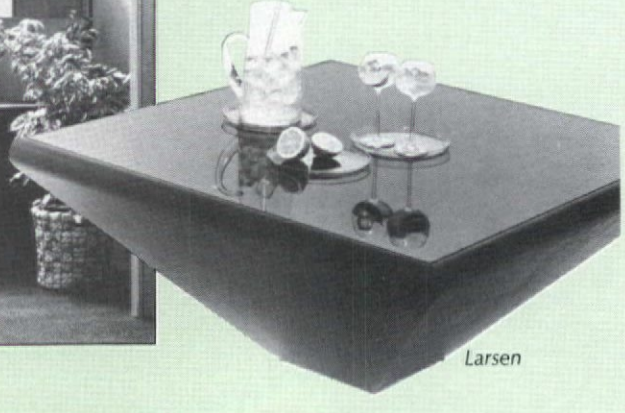




Metropolitan



Gunlocke



Larsen

VECTA PUBLIC SEATING MEETS MANY USES

Vecta Contract's system of public seating consists of one-, two-, and three-seat sofas, fully upholstered as free-standing units. Wilkhahn 84 can be joined together at 45, 60, and 90 degree angles. Sofa end panels are made of lacquered Finply in 14 colors to match Vecta's thermoset finishes. *Circle No. 353.*

JG BRINGS DECO DESK TO NY FOR FIRST TIME

JG will be showing Deco desk, Koko fabric collection, and Ikria theater seating system for the first time in the New York showroom. Deco, designed by Tom Janicz, is constructed of Sapele mahogany. Pedestals are available in combinations of shallow pencil drawers, box drawers, file drawers, and swinging door cabinets. Optional wire management grommet is produced in black, mirror polished aluminum, brass, or bronze. File drawers are equipped with removable Fileframe, which holds legal- and letter-size hanging file folders. *Circle No. 355.*

METRO ARMCHAIR HAS TUBULAR DESIGN

Metropolitan products will be on display at the John Stuart showroom. One new introduction is the 590/591 Stanyan chair. Designer Brian Kane uses 1-in. tubular steel frames, in polished chrome or painted finishes. Unique arms are shown upholstered or in solid oak or walnut. Seat and back come in fabric or leather. *Circle No. 350.*

GUNLOCKE ASSEMBLY AIDS SYSTEM SET UP

Panels are bolted together with a self-guiding connector plate that saves time and money in the Gunlocke Panel System (GPS). Components, such as cabinets and pedestals, are designed to be interchangeable. Rift oak veneers accent clean styling. Handsome, steam-bent white oak Tempus chair has a self-articulating back mode. Pneumatic control can be locked open in desired positions. *Circle No. 284.*

LARSEN TAKES TABLES TO NEW DIMENSIONS

Jack Lenor Larsen will be showing the Quadro tables designed by Tom Boccia. Inverted pyramid coffee table (shown) and cube end table are fully upholstered in leather and topped with black glass. Cubico Lounge Group complements Quadro with clean, simple lines. *Circle No. 345.*

PROBBER PROGRAM GIVES DESIGN FREEDOM

Avent III Customization Program allows Probber's Advent open plan system to retain unrestricted, hidden wire management, concealed task/ambient lighting, and expansion capacities, but offers new horizons in design. A broad selection of materials, details, colors, and accents allow diversity. One example is the Post Modern workstation (shown). Fluted posts and silver accents reflect this styling. ***Circle No. 293.***

STENDIG LOUNGE OFFERS FLEXIBILITY, STYLE

Upright lounge seating from Stendig is a modular system with four units. Barrett is fully cushioned with dacron on foam and arm element is curved to match back. A selection of Stendig leathers and fabrics, or COM may be specified. Upholstery seat and back covers zipper on and off. ***Circle No. 291.***

B&B TIES MINIMALISM WITH COMFORT

Equipped with an internal mechanism, back cushion of the Alanda lounge raises to become a headrest. Armrests also extend up, adjusting to individual needs. Paolo Piva has created a clean, comfortable design for B&B America in three versions: armchair; two- and three-seat sofa. Structural steel frame is embedded in molded urethane foam. ***Circle No. 289.***

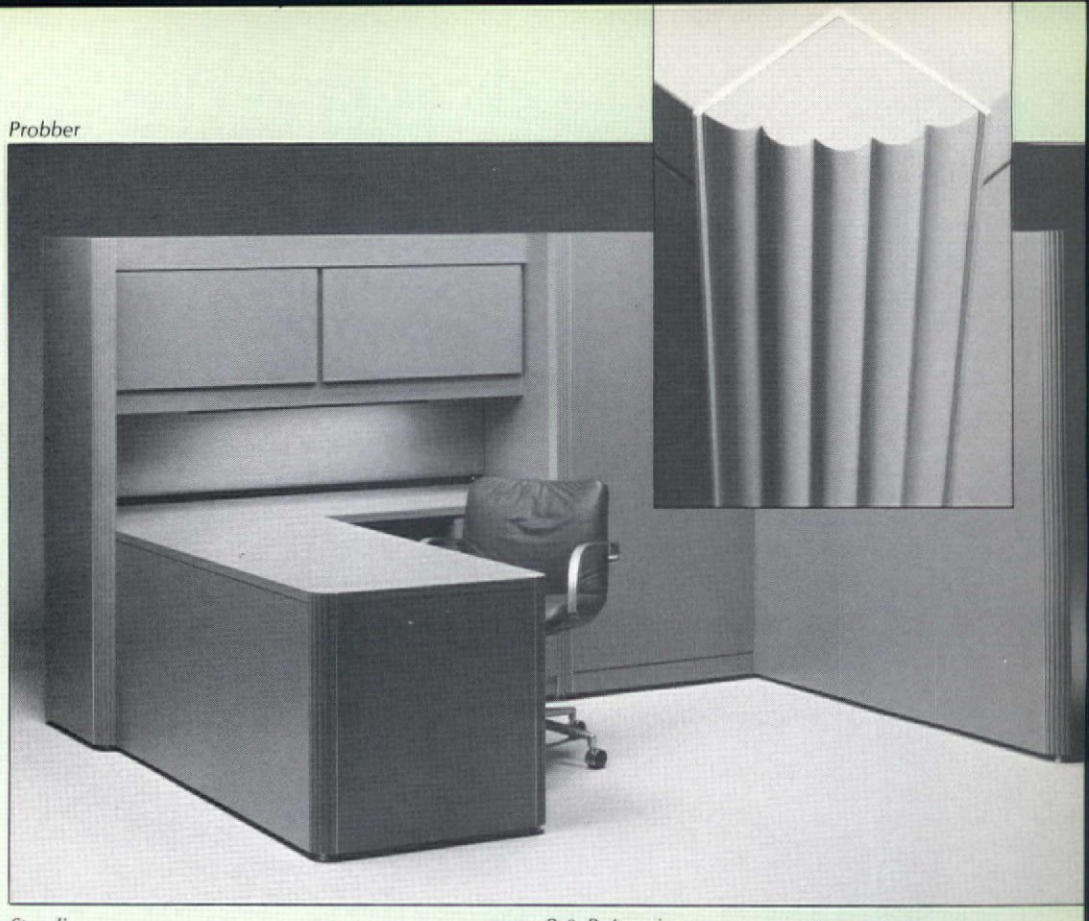
HERMAN MILLER CHAIR MOVES WITH USER

Co-active synchro-tilt mechanism on Herman Miller's Vitra 30, 40, and 50 series chairs provides ergonomic support for office needs. Seat tilts back seven degrees, while the angle between the seat and back opens up 14 degrees, yielding a total of 21 degrees of movement. Numerical names reflect sizes of seats and backs. ***Circle No. 292.***

IIL FEATURES NEW PANEL-LINKED COMPONENTS

Kuypers System will be displayed in several configurations and wood finishes, with its new panel-linked components. Developed 17 years ago, office line now contains over 100 components in 12 wood finishes. ***Circle No. 338.***

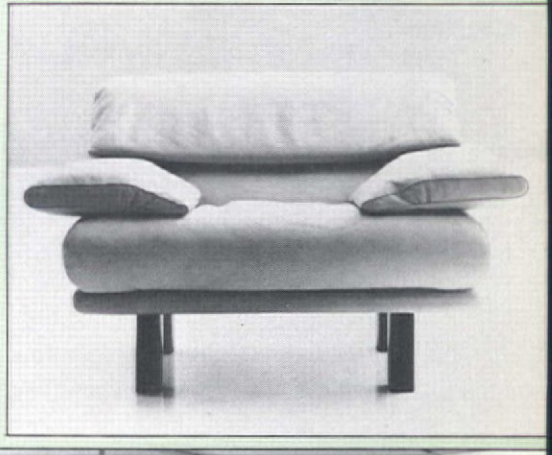
Probber



Stendig



B & B America



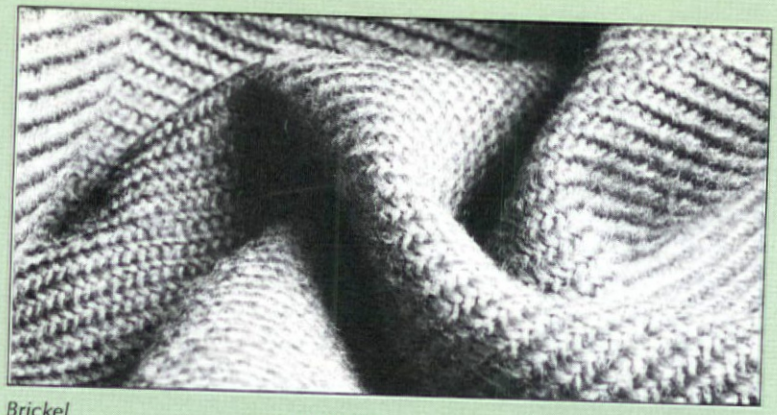


Herman Miller



IIL





Brickel

Beylerian



AI



CI Designs



Sunar



BRICKEL PRESENTS DURABLE TWILL, NYLON

Pentimento (shown) is a wool/nylon twill with a three-dimensional appearance. Cloth has mothproof, latex back and comes in 24 colors. Eclipse is 100 percent nylon, plain weave fabric that comes in 21 colors.
Circle No. 385.

AI HAS NEW LAMINATE FOR MARCATRE SERIES

Marcatre Office Furniture System will be the main feature at AI. Available in a new beige laminate, the system consists of modular workstations, table/desks, storage, and accessories. Designed by Mario Bellini, system may also be ordered in Roman Oak veneers or combinations of oak/gray, oak/white, or oak/beige laminates.
Circle No. 354.

BEYLERIAN SHOWS IMPACT OF EILEEN GRAY

A total of 18 designs in the Bauhaus tradition will be shown at Beylerian. A collection of six pieces by architect Eileen Gray, have been reproduced according to original specs. Among the Gray designs exhibited: flip-top extension table; Bibendum tub chair; and Lota sofa. Carina 303 chair (shown), designed by Gino Vardi, is one of twelve other choices in the Bauhaus grouping. Beylerian exclusively distributes the chrome chair from Images of America. Tubular steel framing and polyurethane seat and back cushioning give chair a sculptural look. *Circle No. 348.*

CI DESIGNS TO SHOW MULTIPLE TABLE OPTIONS

Series 355 tables from CI Designs have legs that gently curve into top apron, giving the impression of continuous movement. Crafted of white oak, tables come in standard finishes. Both sizes and heights can be made to meet various specs, from conference tables to desks. Tops include: wood; leather; glass; and granite. Custom materials may be ordered.
Circle No. 332.

SUNAR INNOVATES SEATING OPTIONS

Drabert chairs, manufactured by Sunar under exclusive license from Drabert Söhne of Germany, adjust with automatic gas cylinder lift and easy tilt control. Back cushions are molded to support the spine to leave shoulder blades free. Back inclination may be locked into permanent position or left to tilt freely.
Circle No. 288.

ARCONAS PRESENTS SWIVELING RECLINER

Primula recliner moves on a gliding pressure mechanism. Arconas/Airborne carries chair, designed by Andre Vandenbeuck, under license from Strassle of Switzerland. Upholstery choices are leather, fabric, or COM. Primavera lounge seating, molded of high resiliency urethane on steel frames, will also be displayed. *Circle No. 382.*

ICF SERVES UP SPAGHETTI FURNITURE

ICF presents a group of new designs based on designs that were produced twenty and thirty years ago. For example, the Spaghetti side chair, designed in 1960 by Giandomenico Belotti, has been joined by matching armchair, dining table, occasional table, and stool. Belotti uses original materials — chromed or epoxied steel frames with PVC spaghetti. Table tops are produced in reversible black/white plastic laminate. Hans Wegner has added the China Dining Table to match his China Chair of 1944. *Circle No. 343.*

HARTER PRESENTS FULL OFFICE SYSTEM

Harter/Wall from Harter has expanded into a comprehensive office system, complete with full componentry, work surfaces, pedestals, reference shelves, cabinets, and task lighting. Powerwall II provides power and communications cables. Harter will also be featuring new finishes and accents, including Formica's Designer Concept patterns.
Circle No. 340.

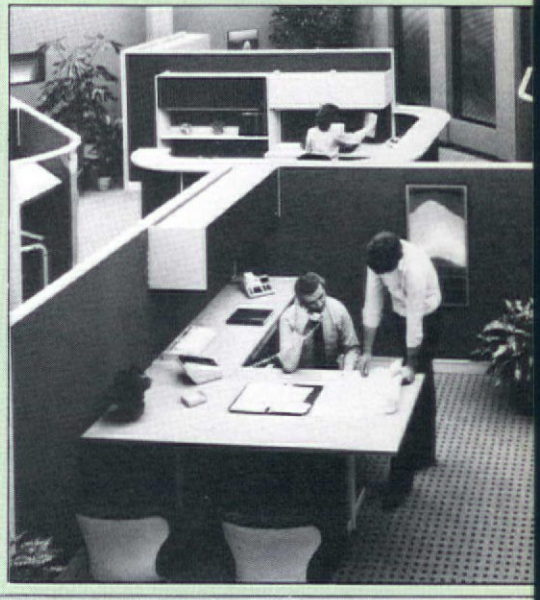
STUART SHOWS MIX OF STYLES

Visitors to John Stuart will find a mix of contemporary and traditional lines. Glass table from John Stuart is offered in dimensions specified by designers. Adjustable, crescent bases are hand rubbed antique bronze or chrome. Ero Dynamic chair series with one-step seat and backrest adjustment will also be displayed.
Circle No. 290.

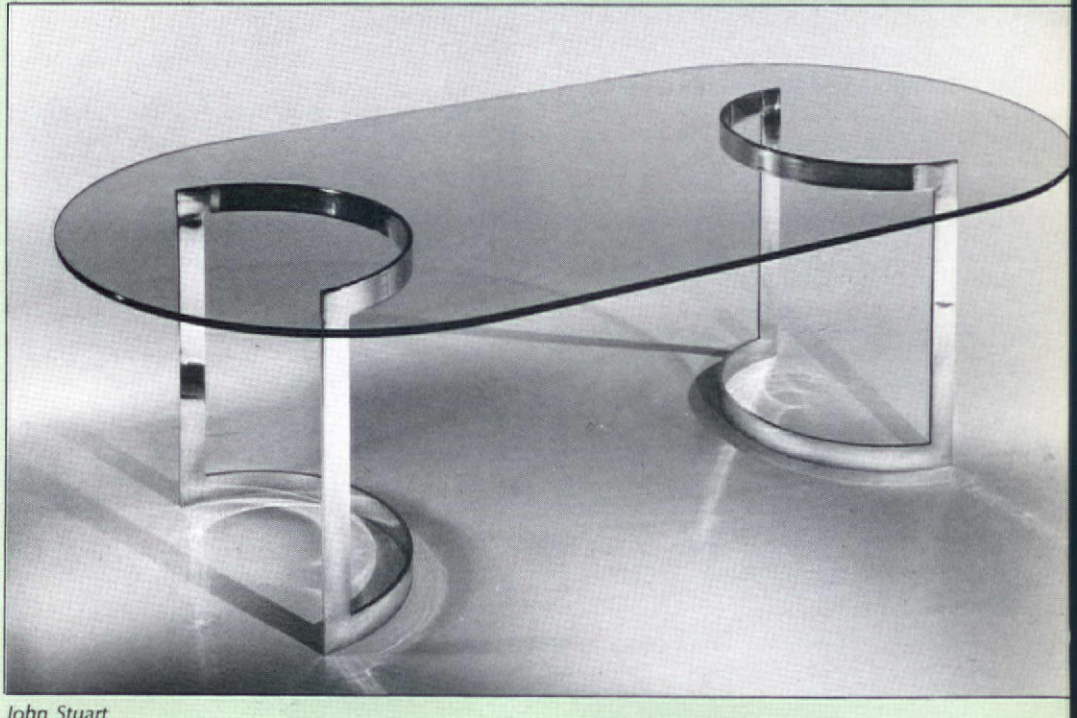


ICF *Arconas/Airborne*



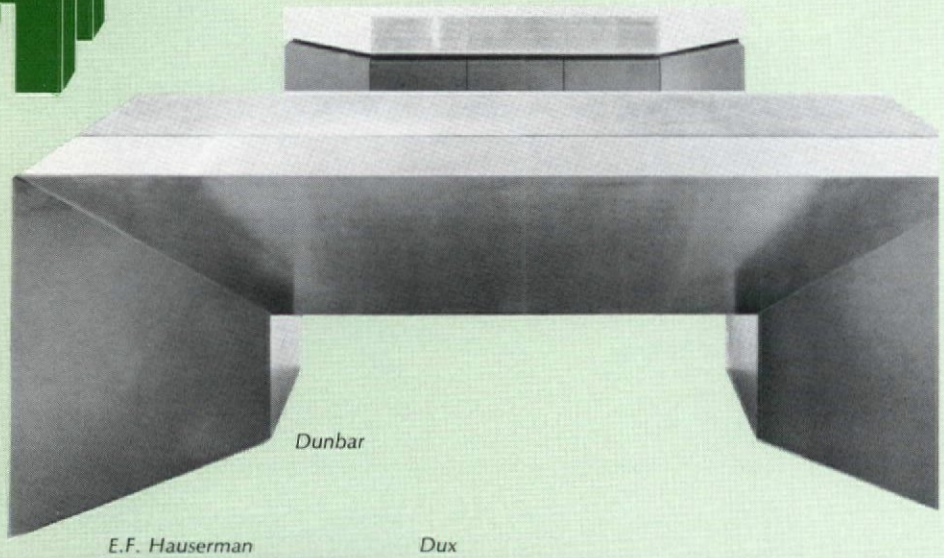


Harter



John Stuart

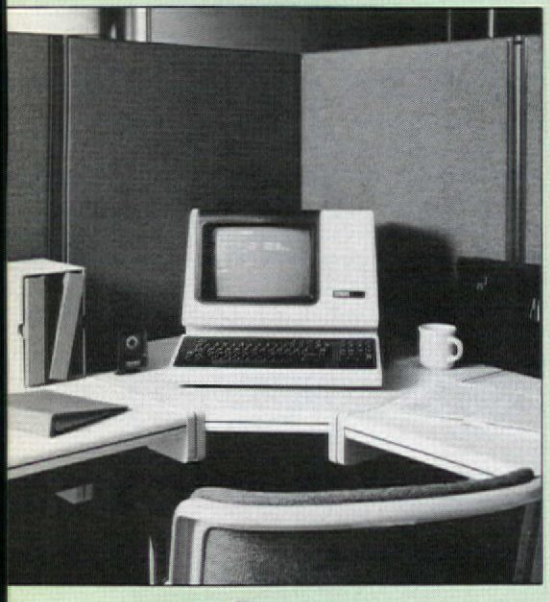




Dunbar

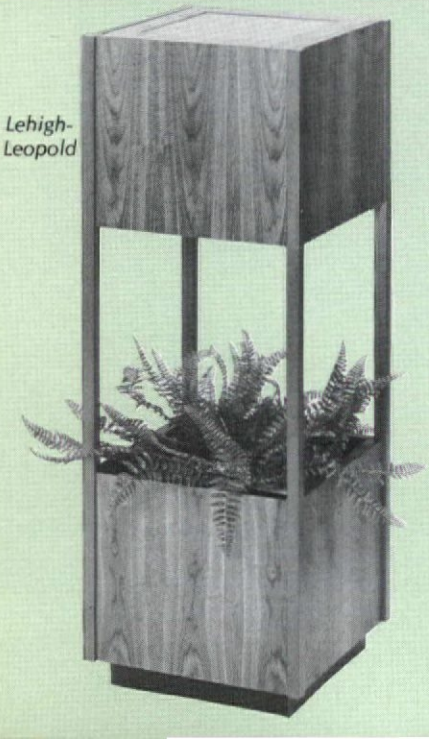
E.F. Hauserman

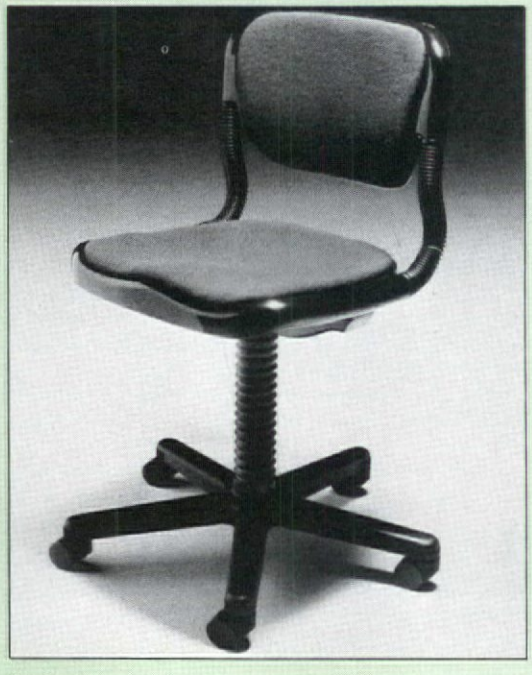
Dux





Lehigh-Leopold





Krueger

DUNBAR COMBINES LACQUER AND STAINLESS

Dunbar makes a dramatic, sculptural statement with the Executive Decision desk and credenza. Designer J. Wade Beam combines lacquers with brushed steel angles and planes. End compartments have shelves of solar bronze glass. Other designs of note: John Saladino's Demilune dining/conference table, credenza, and chest; Bert England's desks. *Circle No. 334.*

HAUSERMAN MEETS ELECTRONIC NEEDS

Privacy Panel System from Hauserman has cantilevered work surfaces to meet eye level, posture, and knee clearance requirements of the majority of users. System has four panel heights, including full height. New heather-tone colors and basketweave textures have been added to the line. Pre-wired power base distributes power and communications, accommodating three-, four-, and five-wire electrical systems. *Circle No. 337.*

DUX PRODUCES LIGHT, COMPACT CHAIR

Versatile chair by Dux features a structurally sturdy chrome frame with upholstered seat, back, and armrests. Chair is available in fabric or leather and is proportioned for use at desks and conference tables. *Circle No. 344.*

LEHIGH-LEOPOLD ADDS LIGHT TOWER TO LINE

Free-standing tower light is a recent addition to Lehigh-Leopold's 55+ line of office furniture. Sixty in. high light may be used in lobbies, reception areas, or offices. A tilt-top desk for designers and engineers is another new item for this walnut or oak furniture line. *Circle No. 342.*

KRUEGER MAKES MOVE TO SELF-SKIN URETHANE

Krueger has made some revisions in the Vertebra chair to provide greater accommodation to users. Self-skin urethane armrests will be used on the Operational, Managerial, and Executive models. A self-skin urethane, five-blade base, with redesigned caster details, will be offered in the near future. In addition, Operational series has a pneumatic height adjustment option. A new mechanically adjustable mechanism will be available on all Vertebra pedestal base chairs. Leather upholstery will also be offered. *Circle No. 341.*

STEELCASE CHAIR SCALED TO OPEN PLAN OFFICES

Single-shell chair with separate back and seat from Steelcase is designed to meet high-density requirements of open offices. The 424 Series includes: swivel-tilt; swivel- and fixed-base side; sled base side; and secretarial models. Height adjustment is provided by a telescoping bell, Twist-O-Matic mechanism. Optional, two-button control, pneumatic device is available on secretarial versions. Arms are shaped to provide support without contact with the ulnar nerve in a person's elbow. *Circle No. 333.*

KNOLL FOCUSES ON MODULARITY OF DESKS

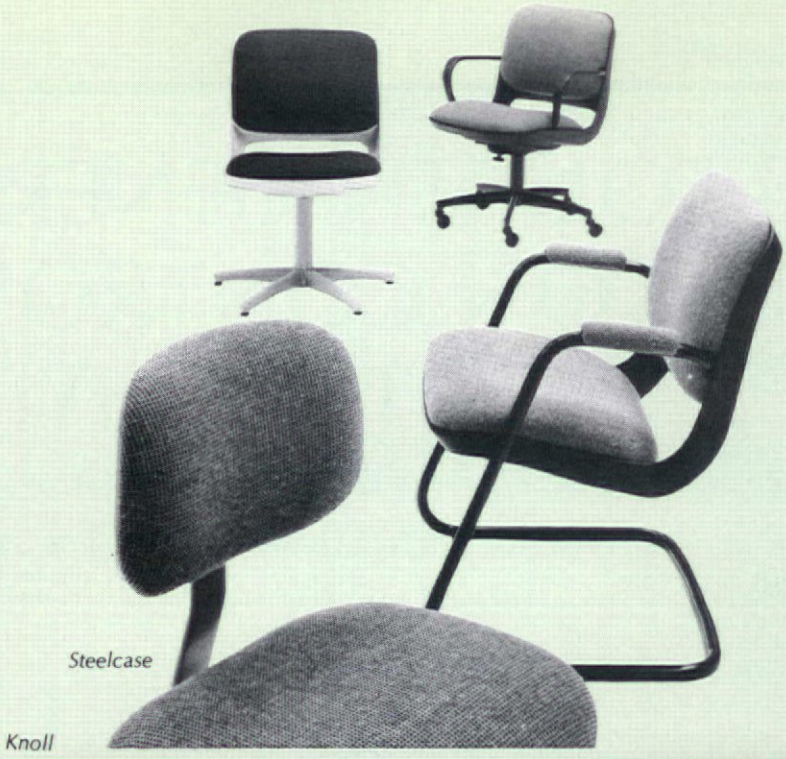
Gwathmey Siegel's modular desk and credenza line of wood was designed for flexibility. Work surface is cantilevered over pedestal, forming a T-shape with privacy panel. Tops are specified for different uses, i.e., larger sizes for executives, curved tops for receptionists, round side extensions for conferences. Knoll offers the series in mahogany, Knoll Tech-grain, or plastic laminate. *Circle No. 352.*

CASTELLI EXPANDS LINE WITH LEG BASES

Summit table system from Castelli is now available with leg bases, in addition to blade bases. Segmented base systems conform to all configurations. Blades and spacers are finished in aluminum alloy, satin polish, chrome-plated steel, among other choices. Oak and walnut veneers, as well as plastic laminate tops complete the line. Firm will also be introducing DF seating. *Circle No. 336.*

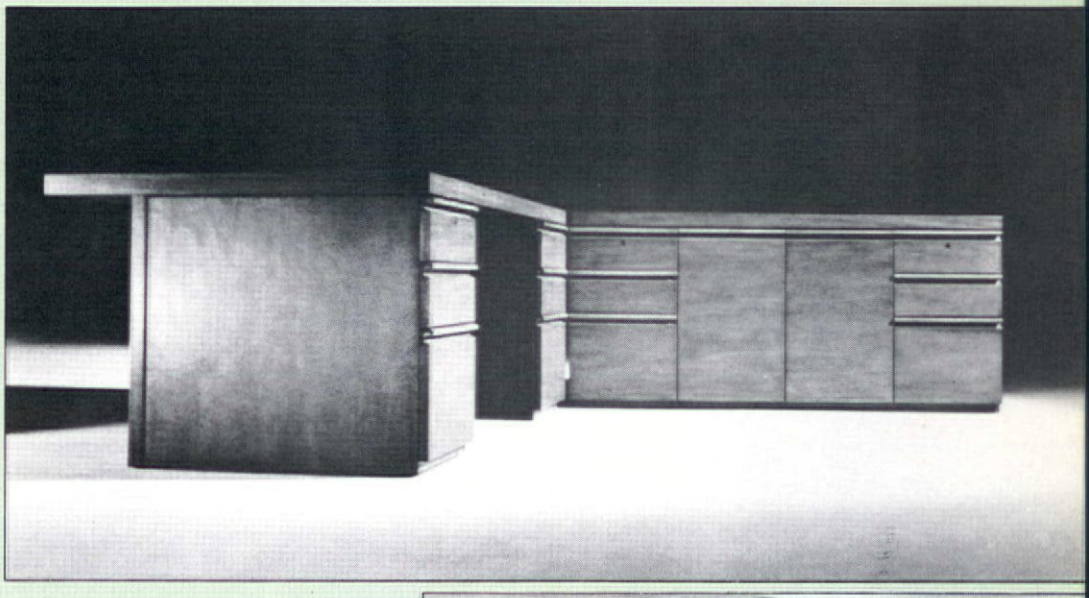
SHAW/WALKER DESIGN ELIMINATES CLUTTER

Series 75 cube desk from Shaw-Walker has recessed hardware and internal wiring capacity for machine and phone cords. A variety of right or left returns are offered for CRT's and other equipment. Styling is also available in modular Expandesk 75 series. Furnishings may be used in both open plan and traditional layouts. *Circle No. 349.*



Steelcase

Knoll





Castelli



Shaw-Walker

IS FOURTH GENERATION NYLON CONTROVERSY A LOT OF HYPE?

Representatives of five major nylon producing companies answer key questions asked by specifiers seeking information on the newest fiber developments

Ask a contract specifier what carpet fiber is used most in commercial and institutional applications and the answer has to be "nylon." What fiber wears best in contract applications? "Nylon." What fiber offers the best soil hiding characteristics? Again, odds are the answer will be nylon.

But then ask which brand of nylon, if any, does all three jobs best, and the answer is more likely to be a puzzled raise of an eyebrow. For if understanding could be measured by word volume, every contract specifier would understand clearly the qualities and characteristics of each of the "new," "fourth generation" nylon fibers introduced in the past year. They don't.

CONTRACT's editors raised the same questioning eyebrows and went to representatives of the major nylon producing companies with five important questions about their newest nylons. While soil is not the only concern such producers address, it is the one aspect that achieved prominence with DuPont's introduction of Antron XL and Allied's introduction of Anso IV. Therefore, it was the first of five questions asked:

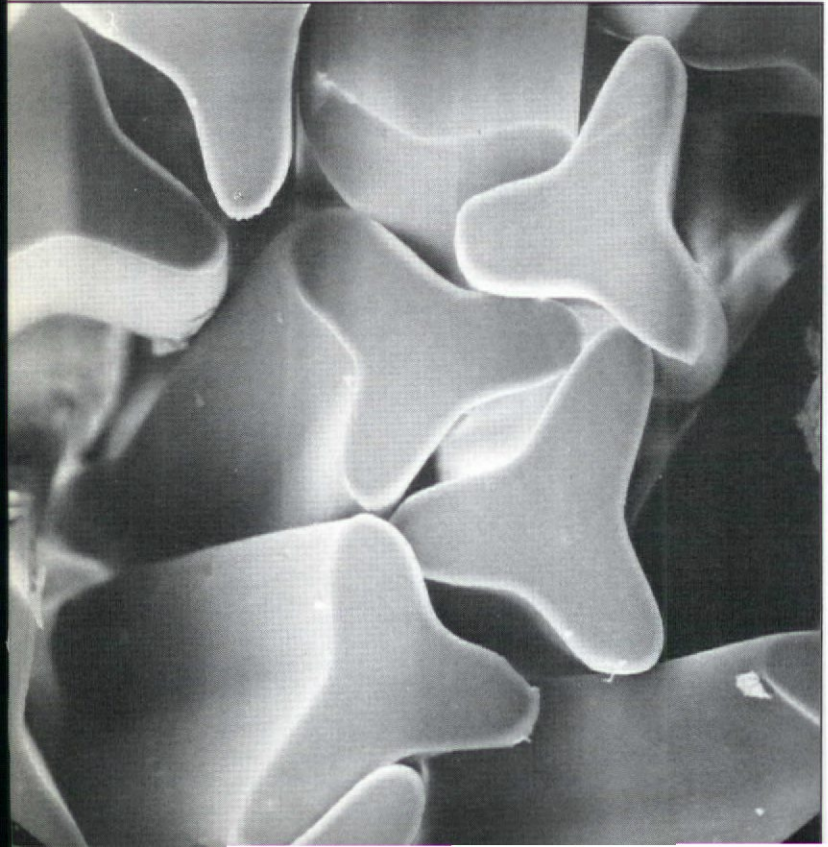




Photo micrographs of fiber cross sections magnified over 300 times taken at Allied's Fibers & Plastics Technical Center in Petersburg, VA., show how new Anso IV HP higher denier fibers, 36 dpf have fewer surfaces to which dirt can adhere (left) as compared to 15-18 dpf yarn (right).



Micrographic blow-up of 300X, new Antron XL, 34 DPF (BCF) fourth generation nylon (left) shows total face fiber surface area of 19,500 cm²/oz, compared to 26,000 cm²/oz total surface area face fiber in 300X, fourth generation nylon, 15 DPF (BCF) cross-section (right). Ultra blow-up photography was furnished by DuPont Carpet Fibers.

1. Describe the soil-hiding or soil-resistant technology of your newest nylon.
2. What distinguishes it, in this respect, from competing nylons?
3. In what contract applications is your newest nylon specifically recommended to perform best?
4. What is the cost differential of your newest nylon fiber versus an earlier nylon?
5. Is the emphasis on nylon's soil-resistance approaching overkill, possibly more important to manufacturers' need to distinguish themselves from one another, than to meet the needs of specifiers?

Here are the answers:

Question No. 1

Judy Peters, National Contract Specialist, Allied Fibers & Plastics Co. — "Through chemical modification of the fiber itself, Anso IV has built-in soil and stain protection through lower surface energy to the fiber. The soil isn't hidden, it actually dislikes the fiber and would rather stick to the shoe. This is more durable than a topical treatment and Allied considers this modification a fourth major advance in fiber technology, thus dubs it a 'fourth generation' nylon.

"Anso IV HP, is the newest adaptation of the above fiber, a heavier denier. Higher denier per filament, creates a fat fiber, so there's less surface to soil."

Ken Bury, Merchandising Specialist, DuPont Carpet Fibers — "The soil-hiding features of Antron XL are an extension of those in Antron III. First of all, the fiber is made to have built-in light-scattering characteristics. The structure of the fiber itself refracts and diffuses light, hiding any dirt that does become entrapped, while the rounded surface of the fiber minimizes dirt entrapment.

"In addition, the fibers themselves are larger (than previous nylon deniers), so there's reduced surface area in a given fiber bundle — less surface area for dirt to stick to."

Larry L. Gillian, Manager of Contract Carpet Marketing, Monsanto Textile Co. — "In Ultron Z nylon the surface has been modified, creating minute dimples on the fiber itself, which reduces the surface contact of soil particles. That allows soil to be more easily removed during normal vacuum cycles."

Ivor C. Chapman, Home Furnishings Merchandising Manager, Badische Corp. — "We produce finished nylon yarns (branded Zeftron, formerly Zeflon), and we design those yarns for specific end uses, then control that use through a performance certification program that classifies and grades them for different types of commercial use. Cross sections of the yarns include anti-static elements, which, since soil is airborne, aid soil-resistance. Color selection is critical to designing yarns that will show soil least. Our color pigment goes into the polymer prior to extrusion. The colorations mingle, creating a camouflage for soil."

Walton Boring, Assistant Marketing Technical Director, Carpet Yarns and Fibers, American Enka (It should be noted that this company does not produce nylon specifically for the contract market, though much carpet of Enkalon appears in contract interiors) — "Enkalon with built-in Scotchgard begins with a soil-hiding cross-section construction of fiber, which is married, in the manufacturing process, with 3M's Scotchgard brand protector, which is a fluorochemical coating. The surface is non-sticking, and soil can be easily vacuumed from the surface."

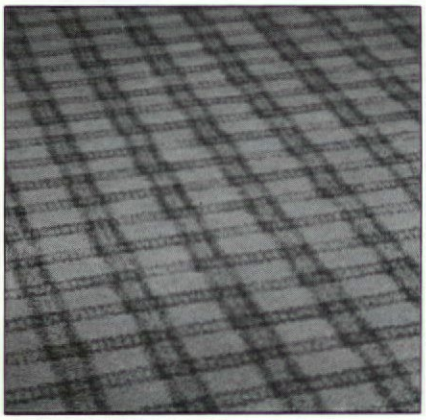
Question No. 2

Peters/Allied — "There are no other fourth generation nylons. All others are soil-hiding."

Bury/DuPont: — "No other nylon, available in commercial quantities, has

Higher cost is inflation, not new technologies





either of these (light-scattering design and larger fibers) qualities."

Gillian/Monsanto — "This (our modification) differs from other technology which concentrates on coating the fiber tending to be less permanent after cleaning."

Chapman/Badische — "Our solution-dying process and system of classification for end-use (distinguishes Zeftron from the others). We don't make a product with a fluorocarbon finish and we're not introducing a heavy denier product, which is easy to do, until these prove to be a real advance in the product marketplace."

Boring/Enka — "While there are others with treated yarns, ours utilizes the Scotchgard brand, which has high consumer recognition."

Question No. 3

Peters/Allied — "Anso IV is used in every type installation, since it's offered in different luster levels and various denier sizes. Most of our commercial product is Anso IV."

Bury/DuPont — "Antron XL is best for areas where very heavy traffic is known to occur. It can be used where carpet might not have been considered before, such as in a car showroom, or to enhance life, appearance, and maintenance in a hotel foyer, for example."

Gillian/Monsanto — "We see no restrictions in applications across the contract industry."

Chapman/Badische — "It's for all applications, each within its performance classification."

Boring/Enka — "There are no restrictions or limits on the use of Enkalon with built-in Scotchgard in BCF or staple form."

Question No. 4

Peters/Allied — "There was an initial premium for Anso IV, as there is with any new technology. But the savings in manufacturing carpet have more than justified the initial outlay. Now carpets of Anso IV are fully competitive with anything available before."

Bury/DuPont — "Antron XL is not a replacement for Antron III. It has a premium, but the amount of added expense is not clear cut. It varies widely depending on the carpet construction and end product."

Gillian/Monsanto — "I can't answer that question."



Trend's "Design Library Selection" (top) uses Monsanto dense-pile Ultron nylon in a velvet, has 40-oz. base. Dividend Collection from Wunda Weve uses Anso IV nylon (center) in six to eight colorations. Telemetry equipment for monitoring patients at busy Foothill Presbyterian Hospital, Glendora, CA, (left) rests on Collins & Aikman's "Pyramid," made of solution dyed Zeftron 500 nylon by Badische Corp.

Chapman/Badische — "Solution-dyed yarns have the cost of dying included in the fiber cost; but it is the cheapest method of introducing color, so the end product is comparable to carpets produced with fiber that is supplied in natural color. As energy costs increase, these solution-dyed fibers may someday represent a cost saving."

Boring/Enka — "Since we bring two soil-hiding elements together in the manufacturing process, this is a premium product; but it's not possible to give the range of differentials."

Every producer noted that the costs of nylon fibers have increased in the past year, but distinguishes these as "inflationary" rather than as costs attributed to new technologies.

Question No. 5

Peters/Allied — "Architects and specifiers have long told us, 'If you could only make it stay clean longer.' Based on our studies, Anso IV is a real response to that need. It gives the specifier more flexibility to go to lighter colors and to patterns and still provides a carpet that will look newer longer. Some studies have shown that it can reduce maintenance costs by 30 percent, which is of great benefit to the end user."

Bury/DuPont — "Our view is that we don't associate our name or our product with change unless it represents a technological advance. We believe this is one."

Gillian/Monsanto — "The initial cost of carpet in any installation become less important over an average of seven to nine years as the carpet is used. The maintenance aspect becomes very important during that time. Anything fiber manufacturers can do to improve in this area is effective over the life of the carpet and not just the initial cost."

Chapman/Badische — "Soil-hiding for carpet is vitally important, but a soil-hiding fiber is not, by itself, going to product soil-hiding results. I think there is a little overkill in the industry, making soil-hiding a merchandising tool for producers more than for mills. Four factors make for a good contract carpet installation: a. A good fiber yarn (this applies to any fiber; not just nylon); b. The best construction for the intended environment; c. A color and design most suitable for the end use; and d. Adequate maintenance.

"Color and design are most important. You still can't put a white carpet in a coal mine. Adequate maintenance is the factor (that is) often neglected."

Boring/Enka — "We feel this is truly a premium product that will do what we say it will. It is better in this respect from previous nylons and a true advance in soil-hiding technology."

This may not clarify all of the information that now abounds about soil-hiding technology in nylon, but it may be a starting point for those specifiers looking for carpet "that will stay clean longer."

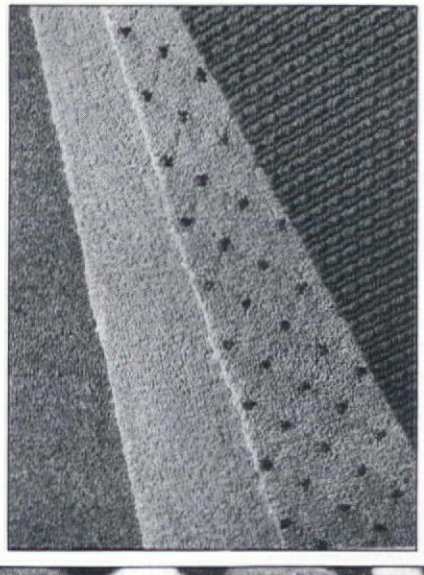
Color, style and performance characteristics of nylon are also advancing. Badische, for example, has added 17 colors in the subdued range to its existing bank of stock-dyed, spun, Zeftron nylon yarns, bringing the total number of colors in the program to 55. It has also expanded the color offerings in its solution-dyed nylon yarn program and introduced a custom color program for its solution-dyed BCF yarn. Allied has introduced Anso IV "Tritones," a multi-dye, heather BCF yarn that combines deep, medium, and cationic singles for piece- or continuous-dye styles of carpet.

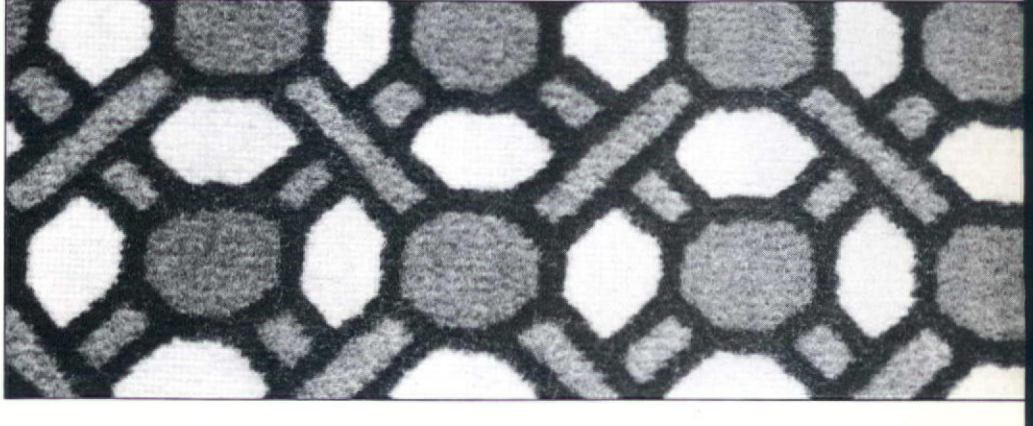
Both Monsanto and DuPont have expanded the luster ranges and capabilities of their nylons. Monsanto's Ultron comes in "Classic Luster" staple and BCF. DuPont's Antron XL is reported to have subdued luster.

In addition, William Beebe, senior contract marketing representative for DuPont, points out that Antron XL's larger filaments "are more resilient and have enhanced pile texture retention and crush-resistance."

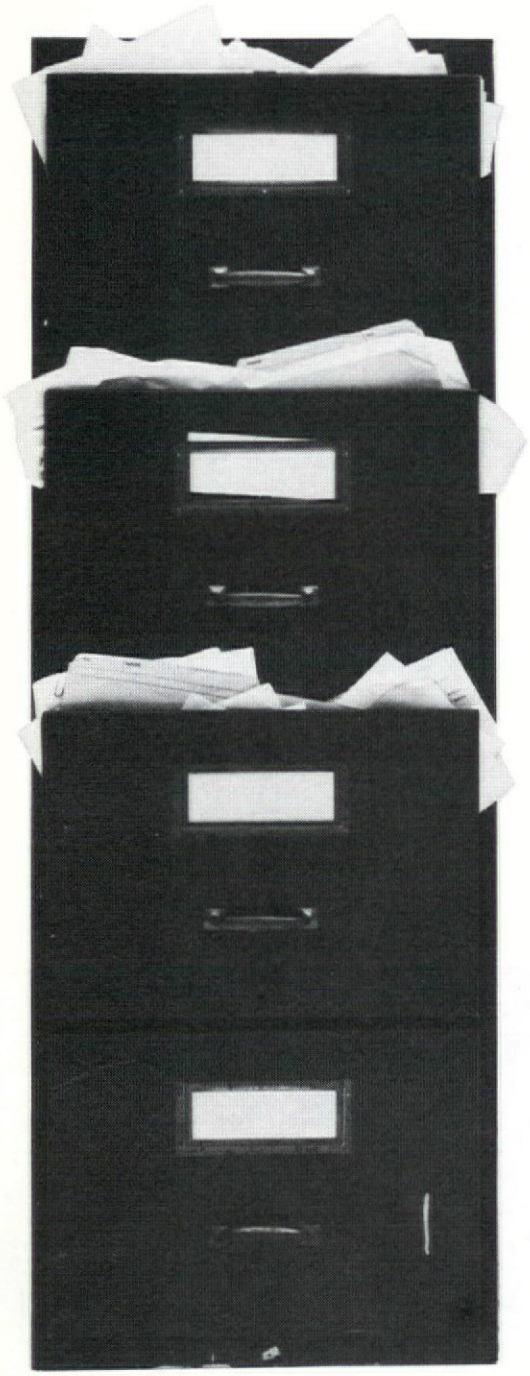
In the May, 1981 issue of Crosstalk (the newsletter of Cross Index of Commercial Carpet), Editor and Publisher George Levine predicts that the current "pushing and shoving among fiber producers" will continue, and that, "aside from the question of soil-resistance," Allied and DuPont's agreement on the value of a heavier denier per filament . . . may have more long-range effect on contract styling, construction, and marketing than differences about the value of FC (fluorocarbonized) fibers." □

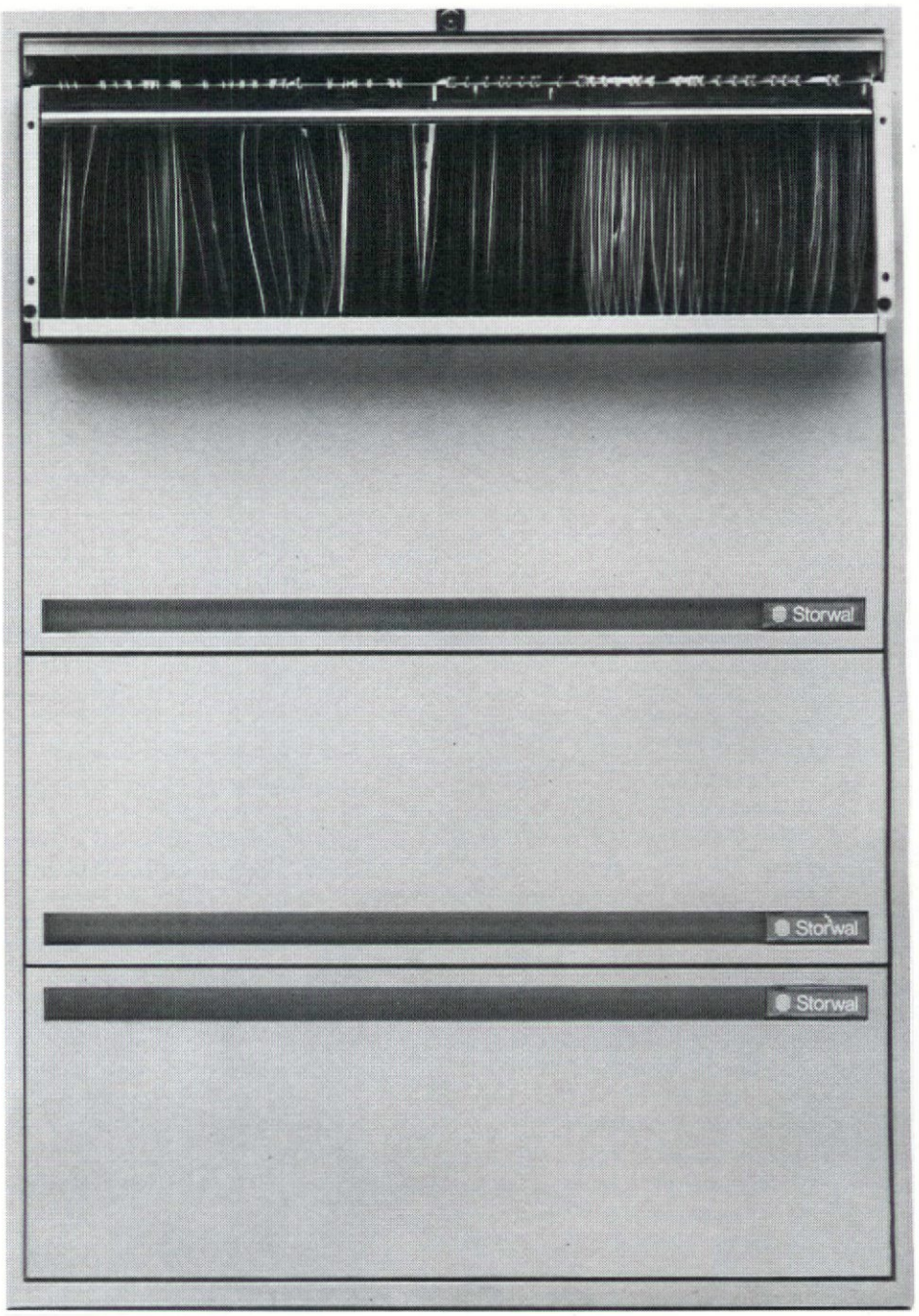
Karastan's four new carpets (below) use Du Pont's Antron XL nylon. New cut-pile printed carpets by Salem (bottom) use Enkalon nylon with built-in Scotchgard treatment.





Tough





choice.

A filing system, really, is a very simple concept. A way of keeping papers safe and in order.

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205-988-9222
205-344-9460

Alaska

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J & D Interiors
1041 E. 76th
Anchorage, AK 99509
907-349-4602

Arizona

PHOENIX
Richardson's Interiors
740 E. Glendale Avenue
Phoenix, AZ 85020
602-944-1521

TEMPE
Sun Control Tile Company
2440 West University
Tempe, AZ 85281
602-894-2081

California

BURBANK
Harrold's Carpet Center, Inc.
831 N. San Fernando Blvd.
Burbank, CA 91502
213-849-6545
213-846-2742

CITY OF INDUSTRY
Donald M. Hoover Co.
1020 Lawson St.
City of Industry, CA 91748
213-965-1934

PANORAMA CITY
Nationwide Carpet & Drapery
Design Resource Center
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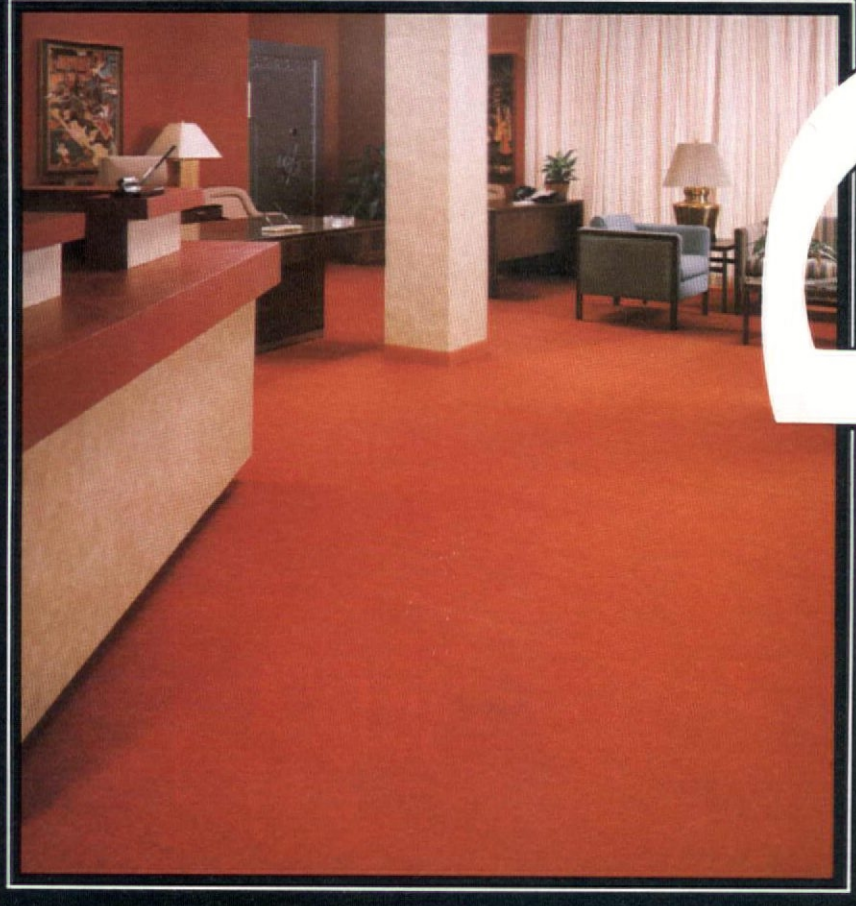
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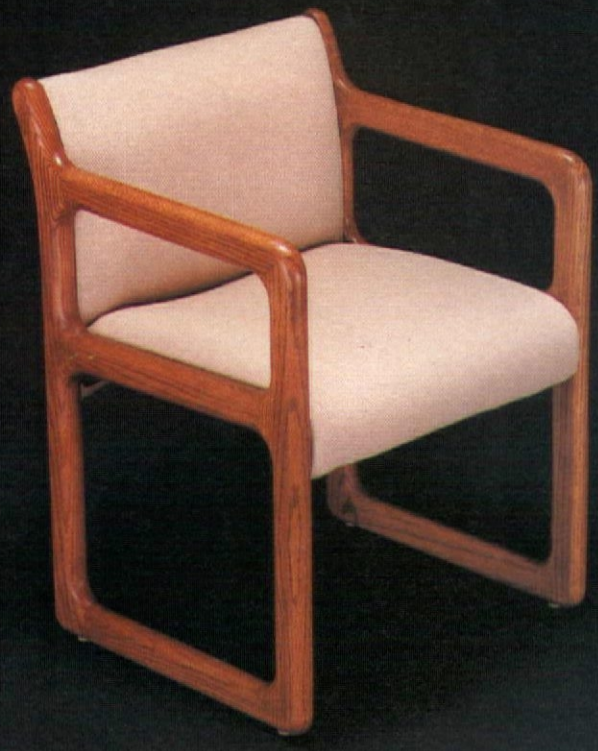
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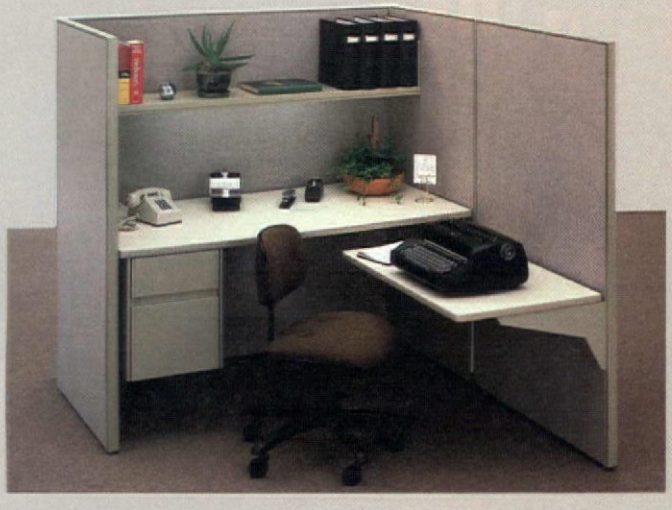
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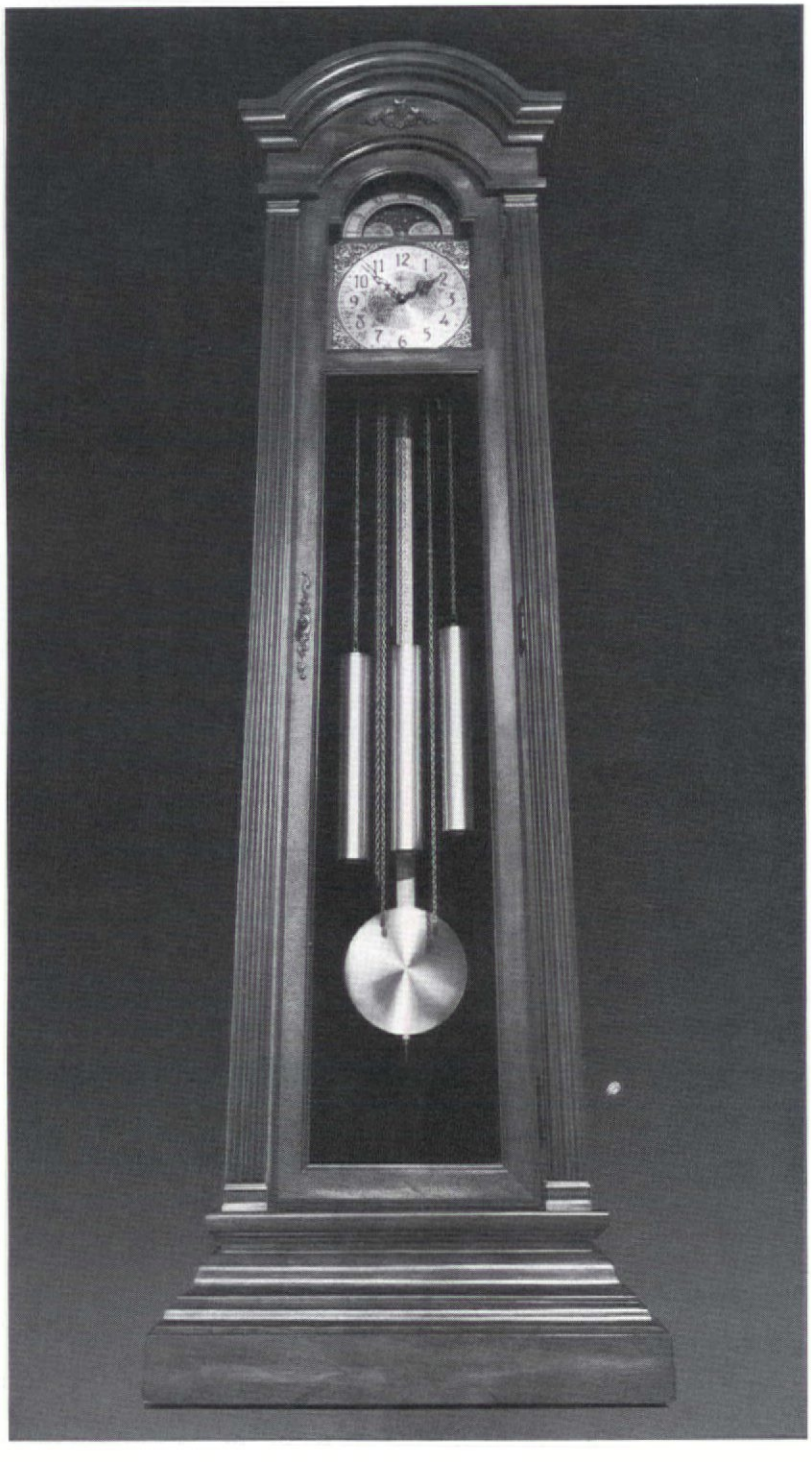
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Leisure Craft



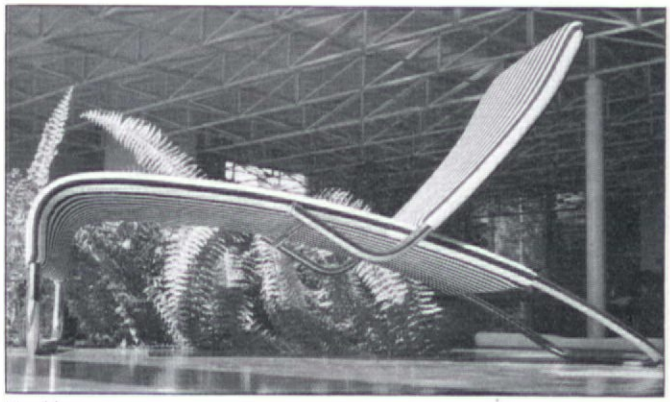
Nina International



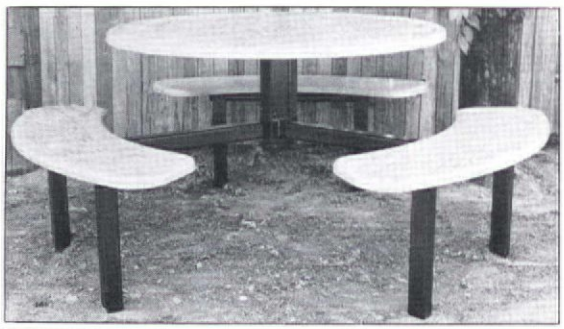
Turner



Tradewind



Vuokko



FCC



Lawnlite

Chair folds to 6 1/2 inches for compact storage

Curved benches from **Leisure Craft** come assembled and ready for installation. Series 1500 (shown) is available in Douglas fir, red oak, and redwood. All steel frame is primed and painted with a wear-resistant brown enamel. Several mounting options are offered. **Circle No. 273.**

Heavy impact polypropylene chair from **Nina International** can be used indoors or out and has a fiber filled cushion for extra comfort. Sturdy, six-position chair folds to a compact 6½ inches for easy storage. **Circle No. 275.**

Designed by Jeremy Harvey, **Turner's** Hello There chair is cast of light, high-pressure aluminum. Polyurethane coating is available in red, white, or black. **Circle No. 278.**

Tradewind's Tropicwinds collection is manufactured from heavy gauge .065 drawn aluminum and is coated with the firm's exclusive Duracote finish. All frames are welded and use stainless steel fittings on moving parts. **Circle No. 279.**

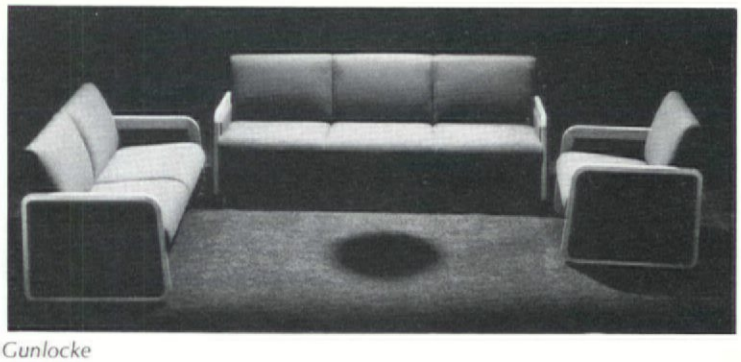
Lounge chair from **Vuokko** has movable back and is covered in 100-percent cotton canvas. Designed by Antti Nurmesniemi. **Circle No. 269.**

FCC Commercial Furniture offers new woodgrained 6-A-Round table and bench set available in light and dark two-tone textured finish as well as a variety of colors in smooth finish. Frame is two-in.-sq., 1/8-in.-thick steel tubing welded at each joint. **Circle No. 270.**

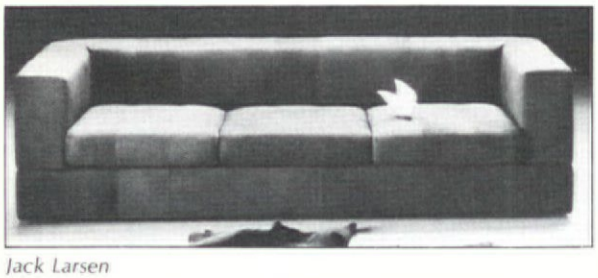
Lawnlite's Malibu casual seating is constructed of 1¼-in. aluminum tubing finished with satin acrylic, electrostatically applied for durability. Straps are heavy PVC. **Circle No. 274.**



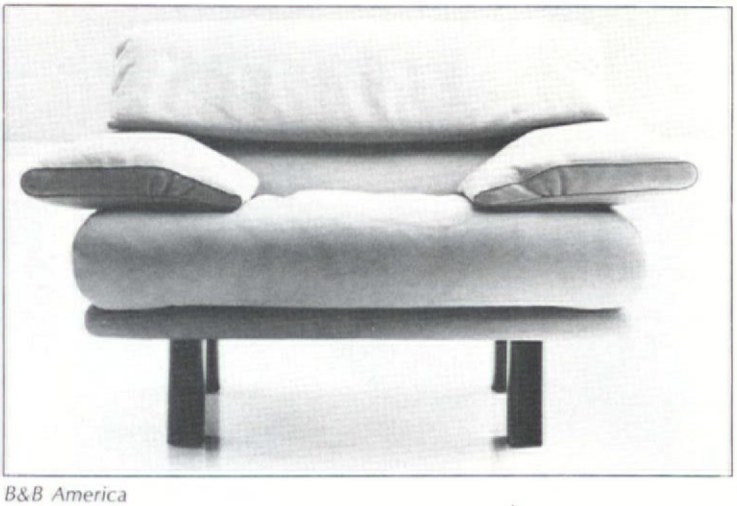
Dunbar



Gunlocke



Jack Larsen



B&B America



Les Prismatiques



Winkelman

Back and arm cushions are individually adjustable

Dennis Christiansen, **Dunbar's** director of design, has expanded his award-winning Adagio seating series of chairs and sofas to include a new corner chair (shown). **Circle No. 248.**

From **Gunlocke** is Interlude, a lounge series offered in three styles — chair, two and three-seat sofas. All three styles are available in four end configurations, all in white oak. **Circle No. 249.**

Designed by Ed Reuter, Cubico Lounge group from **Jack Larsen** features hardwood frame, polyurethane foam, and loose seat cushions. Series comes in two- and three-seat sofas, plus a loungechair. **Circle No. 256.**

Alanda lounge seating from **B&B** America has flexible back and arm cushions that are individually adjustable. Equipped with an internal mechanism, the back cushion becomes a headrest. Arm rests extend up, adjusting to individual comfort. Series consists of an armchair, a two-seat sofa, and a long sofa. Designed by Paolo Piva. **Circle No. 244.**

Moulage seating system from **Les Prismatiques** has structurally tailored frame with simple, bullnose detail which supports a soft, down-filled cushion. System includes armless, corner, and ottoman units. Modules can be used individually or be adapted to various configurations. **Circle No. 255.**

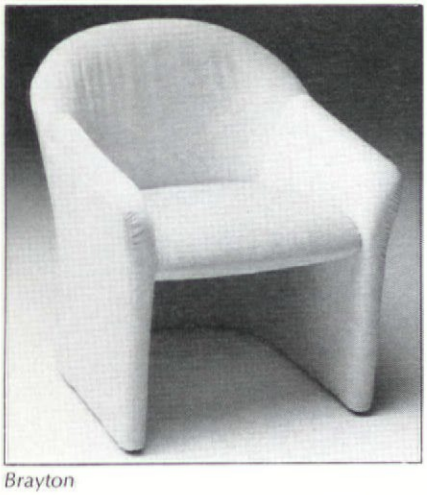
Chair, settee (shown), and sofa from **Winkelman/Sevacraft** features five grades of upholstery plus COM. Frame is hardwood. Seat is reversible foam and dacron cushion. **Circle No. 264.**



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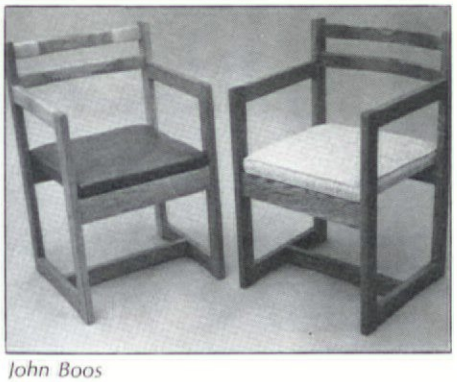
Circle 78 on reader service card



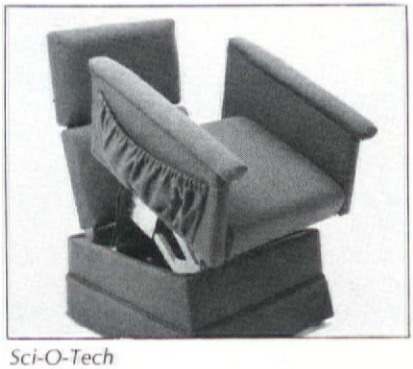
Brayton



Knoll



John Boos



Sci-O-Tech



Thayer Coggin



Helikon



D.S. Brown

Pull up chair made from 3/4-in. steel tubing

Ergo chair from **Brayton International** is designed by Damir Perisic. Series is offered in either upholstered chair version or small two-seater.
Circle No. 296.

Designer Richard Schultz has created a new pull-up chair for **Knoll.** The Schultz chair is available both with arms or armless, and is constructed of steel tubing 3/4-in. in diameter. Offered in several painted finishes, polished chrome, and a wide variety of fabrics, the chair is durable and easy to reupholster. **Circle No. 303.**

Polo chair, from **John Boos,** is characterized by its use of Appalachian red oak. There are four in-stock combinations from which to choose: Sherwood or natural stain finish combined with Naugahyde pecan or toast fabric cushion. Quantity order allow for a wide choice of color possibilities.
Circle No. 294.

Thayer Coggin Institutional, working in conjunction with the American Chiropratic Association, has introduced a new line of occupational and lounge seating designed by Milo Baughman. Known as the DC Doctor's Chair, it adjusts to conform to the body's posture needs. Mirror chrome plated steel base or antique bronze base. Swivel and tilt mechanism. **Circle No. 360.**

New Rondelle armchair, designed by Eve Frankl, is being introduced by **Helikon.** Upholstered chair can be framed in either walnut or oak. It is composed of a wood frame with polyurethane foam over rubber webbing. Seen here in fabric, it may be ordered in leather as well, and in Helikon's wide range of frame woods. **Circle No. 302.**

Seat-lift chair from **Sci-O-Tech** features arms that raise or lower with the seat to give individuals a sure hold. Legs adjust for angle. Back height is also adjustable. Magazine pockets conceal push-button control on either side of chair. Vinyl or fabric models are standard with custom upholstery available.
Circle No. 358.

Series 200 Healthcare seating from **D.S. Brown** has been designed for conference rooms as well as for institutional use. Available in birch or oak, with upholstered chairs offered in a wide range of fabrics. **Circle No. 361.**

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Wink adjustable-position loungechair is from Atelier International. Designed by Toshiyuki Kita and manufactured by Cassina of Italy, Wink is available in zip-fastened fabric or leather with multicolored, changeable fabric covers. Side controls adjust back. Headrest is divided into two parts, each independently reclinable.

Circle 242 on reader service card



CHAIR FEATURES NON/AGEING RESIN

Allibert outdoor furniture from Triconfort features a new, smooth non-ageing synthetic resin finish which can be moulded to considerable thickness. Available in several different styles, line features optional cushions, tables, benches, and lounge chairs. Shown, Estanza, a deck chair designed by Pierre Paulin.

Circle 406 on reader service card

CHAIR HAS NO EXPOSED PARTS

Designed by Niels Diffrient for Sunar, the Helena Chair (not shown) comes in executive, guest, workstation, and sled base variations. Series features self-lubricating mechanism, resilient cushion frames with high-flotation foam, and no exposed metal or plastic parts to gouge other furniture. Workstation chair seat is designed with slightly flatter angle to avoid pressure on legs when chair is in highest position. Mechanical adjustments include pneumatic spring-lifting fingertip lever, and spin-lift option.

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Avondale Distributors
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We're bringing better ideas out of the woods.

Nanik apogee

Circle 99 on reader service card







How to tell a Nanik from an ordinary wood blind.

If you look at the picture above, it's hard.

But if you read the words below, it becomes a lot simpler.

You see, one-inch Naniks are more than just metal blinds with wood slats. They've been designed from the headrail down to be wood blinds.

Headrail. Where others are steel and subject to corrosion, Naniks have a rigid 1" x 1" aluminum extruded headrail.

Wand Tilt & Cord Lock. Both are zinc dye cast metal, with antique bronze plating to coordinate with the headrail. The tilter is specially designed to reduce the effort required for tilting wood slats. Others use a metal blind tilter which requires more effort.

Wood. Nanik uses only northern hardwood, which is much less prone to warping and bowing than other woods. Also, Nanik cuts 30-50% more wood than necessary for each blind, from which only the finest slats are hand selected. So, you're really getting the best of the best.

Finishing. Each Nanik is custom cut, stained and lacquered. Both ends of the slats and the rout holes are finished. Other wood blinds are prefinished, so when the ends of the slats are cut and rout holes punched, they are left exposed. This increases the possibility of moisture escaping through these open, porous areas and, thus, increases the potential for warping.

Wood Valance & Bottomrail. Now standard on all one-inch Naniks.

Colors. Naniks are available in any of 20 natural, standard hues. Custom staining is also offered at a nominal charge depending on stain choice and size of order.

Energy Savings. When Naniks are added at the interior of new double-hung windows, "U" value (thermal transmittance) is decreased by 23.4%. This is in addition to the lighting and solar radiation savings that can be achieved by adjusting the angle of the slats.

Warranty. Every Nanik comes with a 90-day all-inclusive warranty. And any defective component part will be replaced up to five years after the date of sale.

There are a number of wood blinds that look like ours. But no wood blind performs like ours.

Because with Naniks, more than just the slats are wood.

Our roots are wood.

For more information on Nanik wood blinds, contact Barbara Buehler, Sales Manager, Nanik, P.O. Box 1766, Wausau, WI 54401.

We're bringing better ideas out of the woods.

Nanik apogee

Circle 99 on reader service card

We get pulled, yanked, kicked, pierced, glued, unglued and even more. And we love it.



We're Jute, the backing that makes the carpet

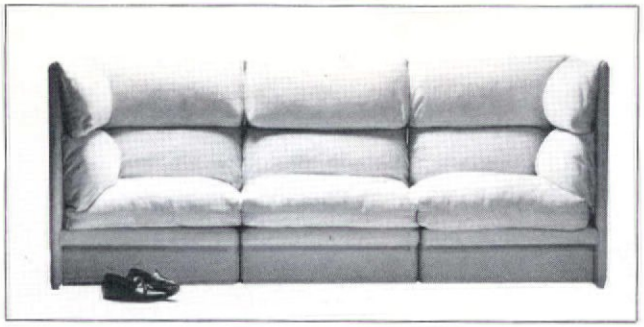
Can a backing really make a carpet? Yes, even break it. Ugly things can happen to beautiful carpets with less than jute. Get the facts and you'll specify jute . . . proven in countless commercial, industrial and institutional locations.

- Anti-ripple backing, can hardly be overstretched. "Remembers" to snap back taut. No rigid stretch tolerances as with synthetics which, when exceeded, can extend and buckle.
- Thermally insensitive jute takes full seaming iron heat, liquifying adhesive for free flow, strong bond. Low-melt synthetic backings limit iron heat.
- Eases removal of glued down carpets, generally intact for re-use.
- Has natural porosity to trap and retain adhesive in hot-melt tape seaming and glue-down. Bonds mechanically, the way most adhesives are formulated.
- Jute's thermal insensitivity lessens need for acclimatizing carpets before installation in cold locations.
- Helps qualified carpets pass accepted flammability, smoke density, toxicity tests (pill, Steiner, tunnel, critical radiant heat flux, etc.)

SEND FOR FREE LITERATURE, INCLUDING ARCHITECTURAL GUIDE SPECIFICATION ON INSTALLATION PROCEDURES

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Circle 101 on reader service card



COUCH HAS SEMI-ATTACHED BACK PILLOWS

Nicole, a high back modular seating group from A&B America combines European technology with American detailing. Designed by Bror Boije, couch features 37-in. high arm and back frame with plush, semi-attached back pillows. Ottoman completes the three-piece seating arrangement. Available in cotton duck or print upholstery fabrics.

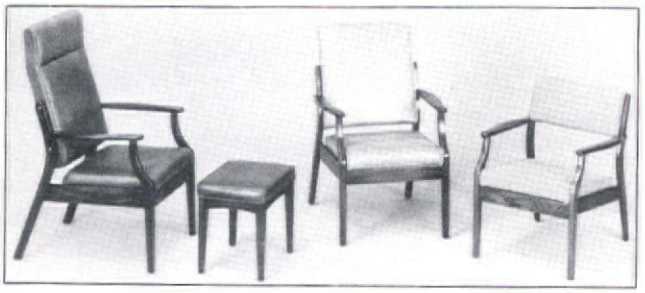
Circle 241 on reader service card



CURVES FORM SEAT, BACK, ARMS

Cantilevered chair from Agati uses red oak veneer laminated into two curves to form seat, back support, and arms. Oak strips separate curves allowing for the reveal. Chair has 19-in. wide seat for maximum comfort, but an overall width of only 23-in. uses minimal floor space. Offered in either natural or medium oil finish in choice of wool blend upholstery colors. Also available in armless version.

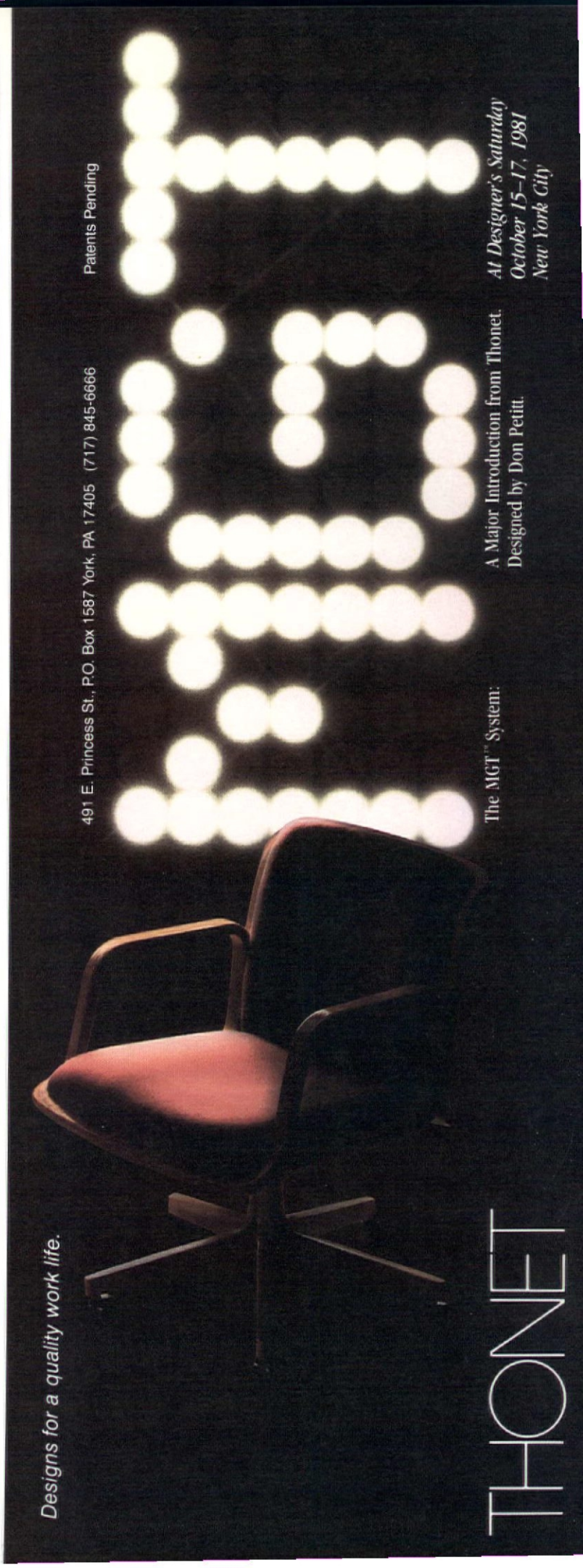
Circle 405 on reader service card



EASY CLEANING, GOOD SUPPORT

Convalescent chairs from Paoli are offered in four styles. Among the features are upholstered clamp seat and back, open area between seat and back for easy cleaning, and excellent support.

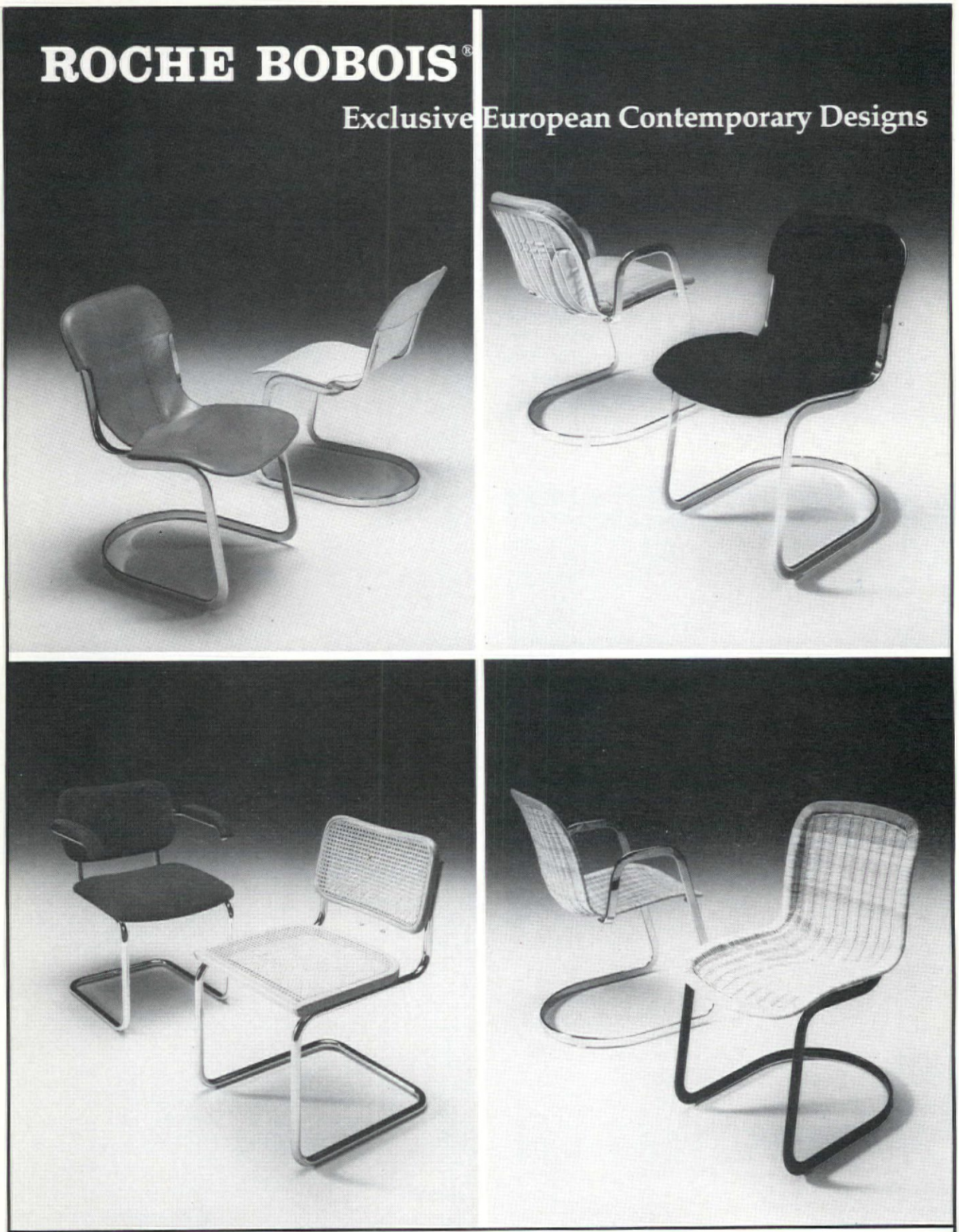
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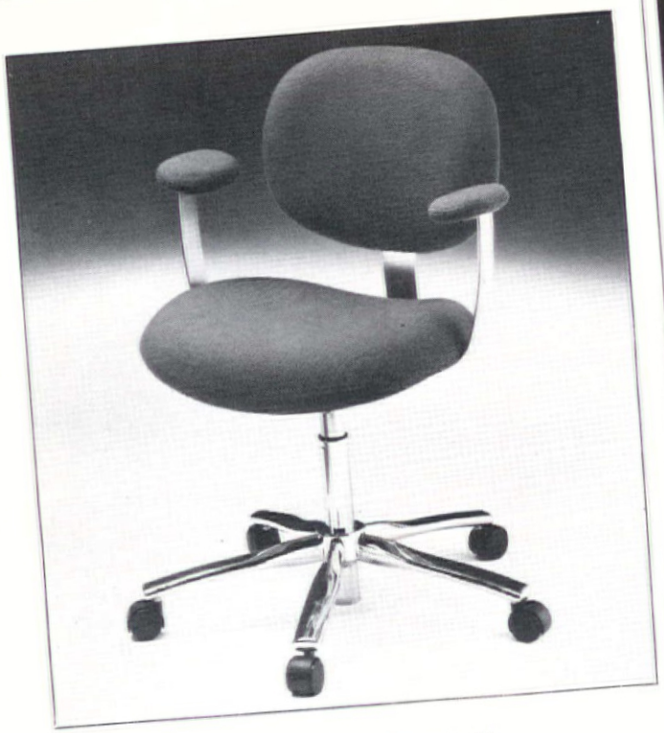


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Circle 103 on reader service card



SHORT ARMS ALLOW FOR CLOSE WORK

WorkSeat operational chair from Cramer has patented mechanical Auto Lift which provides automatic seat height adjustment. Short arms allow worker to pull chair up close when desired, yet provide elbow support as needed. Molded cushions allow unrestricted movement and all-day seating comfort. Soft edges eliminate damage to other furniture. Five-star base provides added stability.

Circle 403 on reader service card



MECHANISM IS COUNTER-BALANCED

Working on the counter-balance principle, the #777 tilt mechanism from Faull & Son is positioned by weight distribution, allowing user to change angle of tilt by moving or shifting weight. Mechanism allows user to relax in reclining position without having to fight springs which want to set chair upright. Called the Fatigue Fighter, mechanism also provides firm back support when in upright position, fixed positioning, or stability without rocking. No adjustments model also is available.

Circle 404 on reader service card

Patents Pending

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Circle 105 on reader service card

THE "GRAND POST"



FAULL & SON'S #800 POST-SWIVEL ROCKER BASE

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The "GRAND POST" boasts no rivets used in its construction to loosen or break. The five legs are part of a large one piece stamping.

1. There are no ball bearings to dislocate, fall out or drip grease. We use nylon rings that never wear out. (the "Swivlon" method)
2. The rock is "out of this world", developed on two upright "Posts" that support the weight and take the work and wear away from the five springs, giving a fluid motion rock.

The design and testing has been in process for more than two years, with excellent results, completely protected with design and mechanical patents.

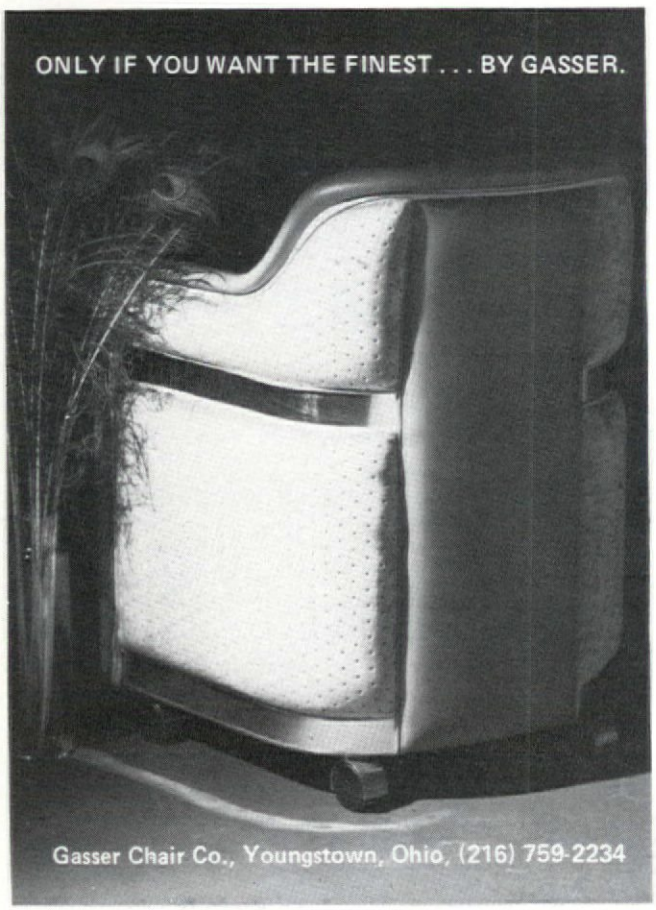
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Circle 106 on reader service card

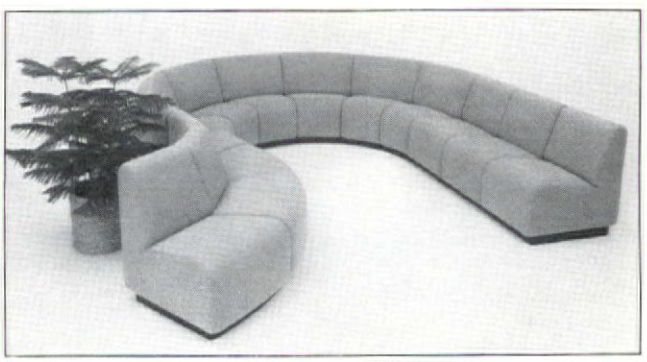
PRODUCTS & SERVICES



TUBULAR PLATED FRAMES OFFER STRENGTH, STYLE

Series 8000/Classic Contours is from Michigan Tube Swagers. Precision design of tubular plated frame balances strength and style to create seating for the restaurant market. Polyurethane foam seats, supported by interwoven flexible stretch bands integrated into the seat frame, and soft foam padding on backs and sides provide cushioned comfort.

Circle 402 on reader service card



SEAT COVERS CAN BE REPLACED ON SITE

Upholstered by a patented process, Laurel Series from August features covers that can be replaced on site. Covers have smooth, glove-like fit. Series is composed of two rectangular units 24-in. and 28-in. wide, and 45-, 30-, and 22½-degrees inside and outside curvilinear segments. Right or left arms, also with removable covers, may be attached to any unit.

Circle 240 on reader service card

CHAIR IS SOLID ROSEWOOD

Taba chair from Oca is manufactured in solid Santos rosewood. Designed by Carlo Hauner, chair also features saddle leather seat and back.



Circle 258 on reader service card

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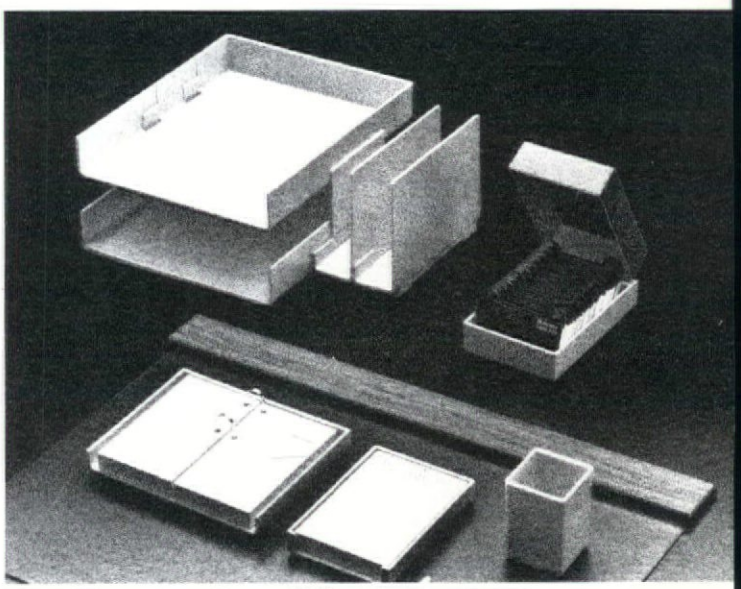
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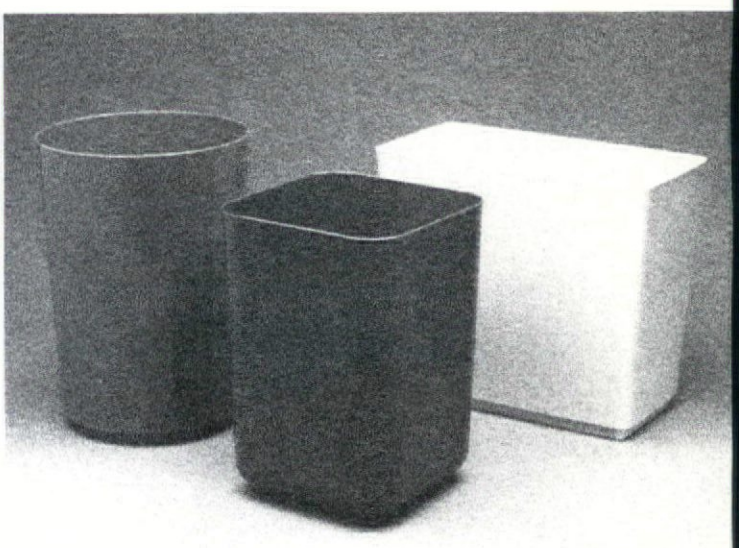
And look for design features that make Rubbermaid products more efficient and functional. For example, the way our QuickPockets™ filing system interlocks. Or the way our stepstool wheels retract for safety.



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us than meets the eye.

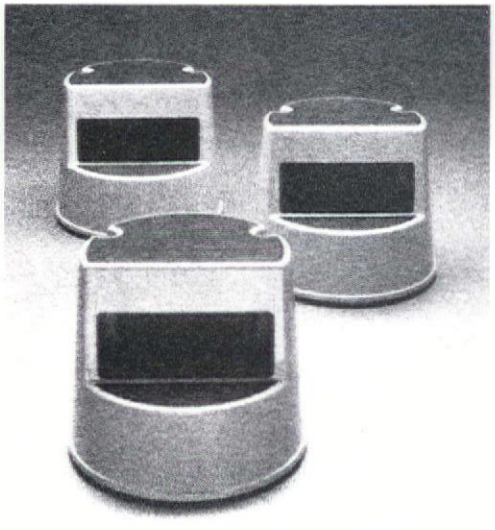
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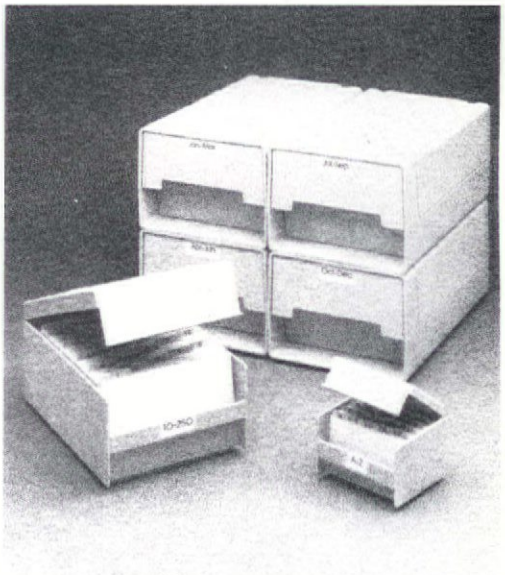
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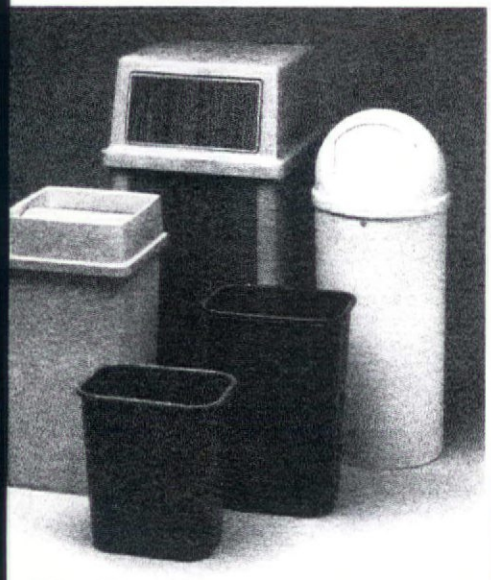
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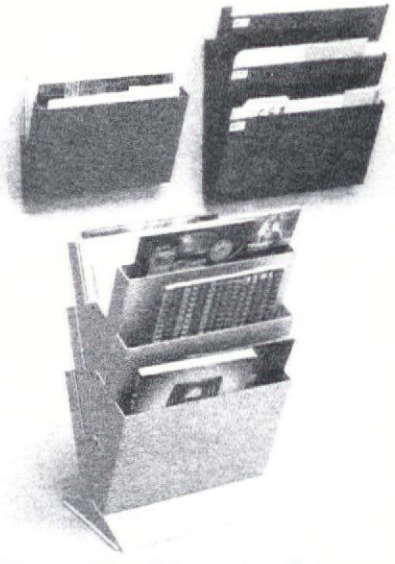
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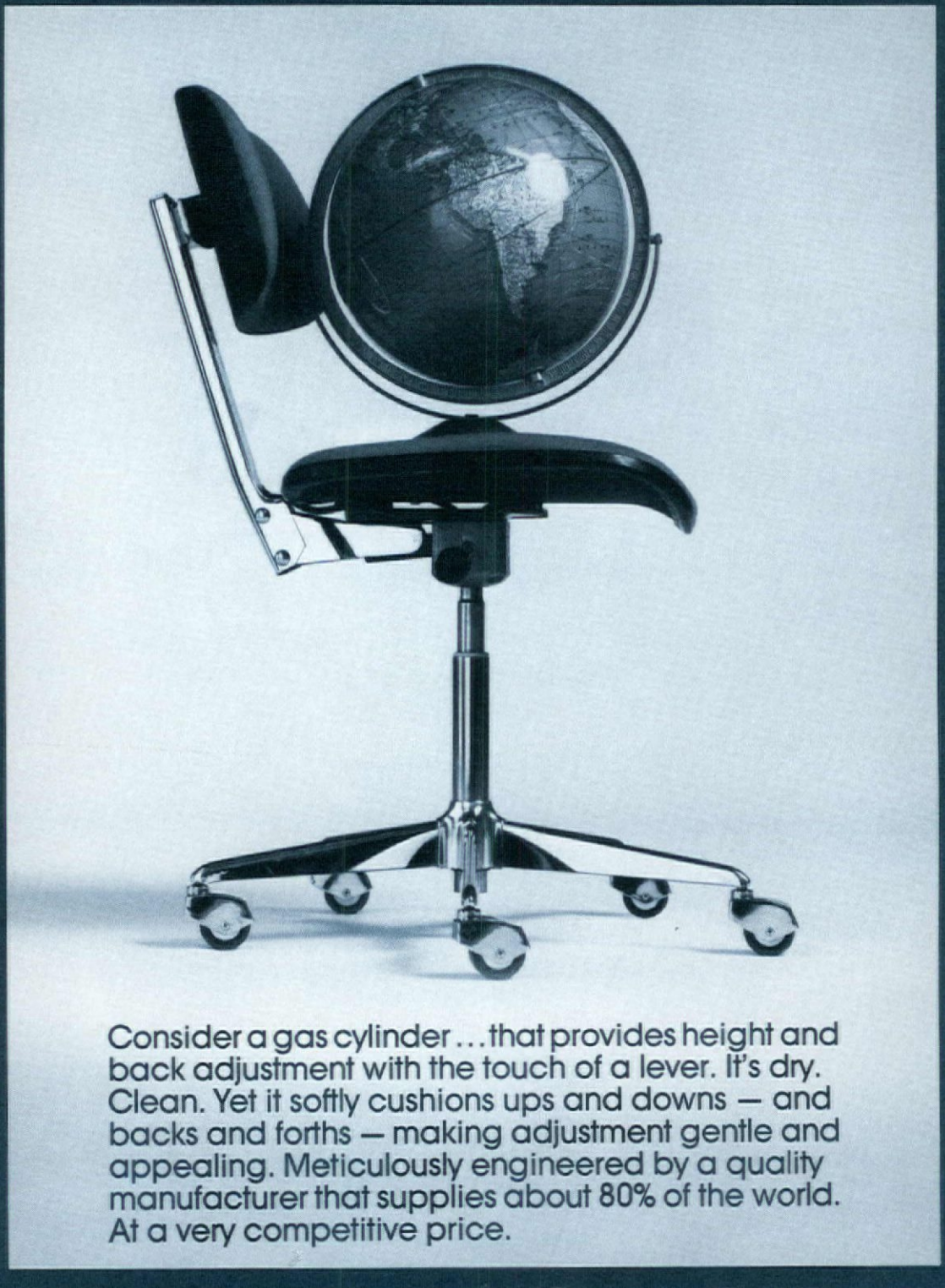
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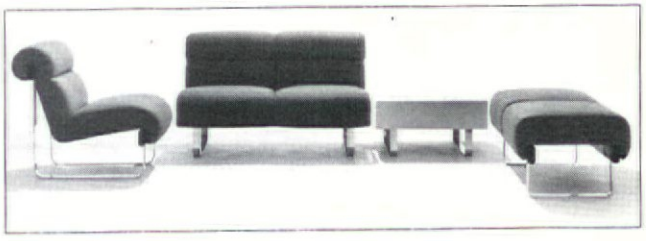
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ARMRESTS ALLOW PATIENTS EASY EXIT

Add Interior System's award-winning Warren Chair features stain-resistant, washable dacron mesh seating spring steel frame, and orthopedically correct lorotic curvature of the back support. Chair derives its configuration from front-support armrests which extend well ahead of the seat allowing patients easy exit. Options include upholstered seat/back pad, ottoman, and self-storing tray.

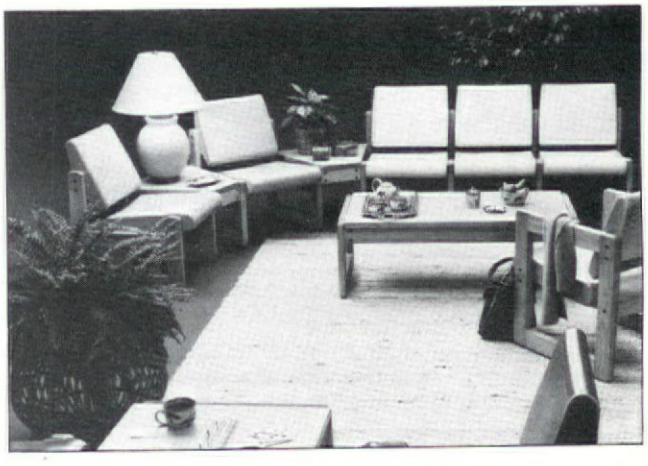
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SEVEN PIECES PROVIDE VARIOUS CONFIGURATIONS

New 512 from Dependable Furniture consists of seven pieces which can be designed in various configurations for modular seating. The series, which features a support structure of chrome and walnut (or oak), includes a single chair, loveseat, three-seat sofa, ottoman, double or triple bench, and table.

Circle 400 on reader service card



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PRODUCTS & SERVICES



OFFICE CHAIR HAS COMPACT BASE

The 360 line of office chairs from Shaw Walker provides seating for management, executive, technical, clerical, and specialized use. Four models and 18 styles in the series feature curved edges on seat, back, and arms and compact 23-in. width base. Upholstery choices include 100-percent wool, nylon or vinyl. Fabric, shells, and base all can be specified in one color. Five separate adjustments insure comfortable support.

Circle 232 on reader service card



REPRODUCTIONS MADE IN BEECHWOOD

Chal-Art Crafts, a leading supplier of unfinished chair frames, is now importing a new group of Queen Anne chairs from Europe. Each chair is an authentic reproduction made of solid beechwood.

Circle 297 on reader service card

SOLID, KILN-DRIED WOOD FRAME

Squire 7200 from Rok-A-Chair is a multi-use item for institutions and public areas where sturdy furnishings are essential. Seat and back are made with no-sag springs and covered with urethane foam. Frame is solid, kiln-dried hardwood. A wide selection of vinyl colors is available.



Circle 357 on reader service card

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Create the environment you're seeking with the warm, natural beauty of seating by Leathercraft. The industry's largest leather selection, DesignTex's full range of fabrics and contract vinyls are available. You can choose chairs, sofas and loveseats suited for every environment. All styled and crafted with the utmost detail. With the quality, value, incredibly competitive prices and quick shipment program you want.

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Directed by: George Little Management, 261 Madison Avenue, New York, N.Y. 10016. (212) 986-4700. An activity of the New York State Hotel and Motel Association, Inc., the Hotel Association of New York City, Inc., and the American Hotel and Motel Association.

Circle 110 on reader service card

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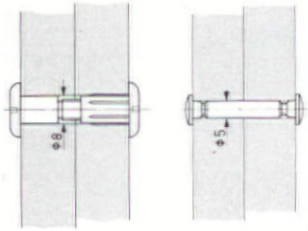
Circle 121 on reader service card

Connecting Fittings with a price advantage.

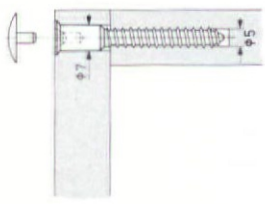


To achieve a stable construction, a simple fitting is often good enough.

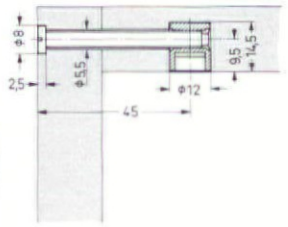
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PRODUCTS & SERVICES



ARMS ARE SELF-SKIN URETHANE OVER STEEL

Designed by Robert/Bernard Associates, the 6200 series seating from Samsonite Corporation, provides ergonomically correct management, clerical, and data processing seating. Articulated shell construction allows continuous support but with flexible movement of the back. Cantilevered arms are constructed of resilient self-skin urethane molded over steel. Height adjustment is available on all models.

Circle 398 on reader service card

ARMCHAIR HAS WHEELS



Armchair with wheels from Henderson is for patients with minor disabilities, and replaces traditional wheelchairs. Chair is part of the Flemming Series, a collection of geriatric care furniture designed by Flemming Hvidt. Furniture is made from solid Birch, chairs are adjustable and upholstery fabric is varied. Chairs meet safety and fire standards.

Circle 356 on reader service card

SIX CONTRACT CARPETS USE SOIL-HIDING NYLON

Philadelphia Carpet has introduced six new contract fabrics of 100 percent DuPont Antron III nylon, which is soil hiding and contains permanent static control. The carpets also are Scotchgarded for easy cleanability and maintenance. A wide variety of colorations and textures are offered in the six lines, providing wide contract choice.

Circle 399 on reader service card

THE $3 MILLION COMPUTER-ADJUSTABLE CHAIR OF THE '80s





No one person could develop the revolutionary Labofa Labomatic Digital Chair.

It took a dedicated team of designers and computer experts, headed by Jacob Jensen and Vibeke Leshly.

The effort was expensive.

But the results will change the seating habits of the world.

The Labomatic Digital Chair meets all known international seating standards. It is so fully adjustable, it will adapt to *every* individual build and working habit.

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A touch of the button and you can lower or raise the seat height from 39 to 57 cm.

Adjust the backrest back and forth from 38 to 43 cm. Or up and down from 16 to 26 cm.

Change the seat angle from 10° to −4°.

Move the armrests up and down from 19 to 25 cm. Or out from 40 to 50 cm.

The Labofa Labomatic is available in a variety of configurations and fabric coverings.

For more information on this revolutionary computer-adjusted chair of the '80s, call or write us today.

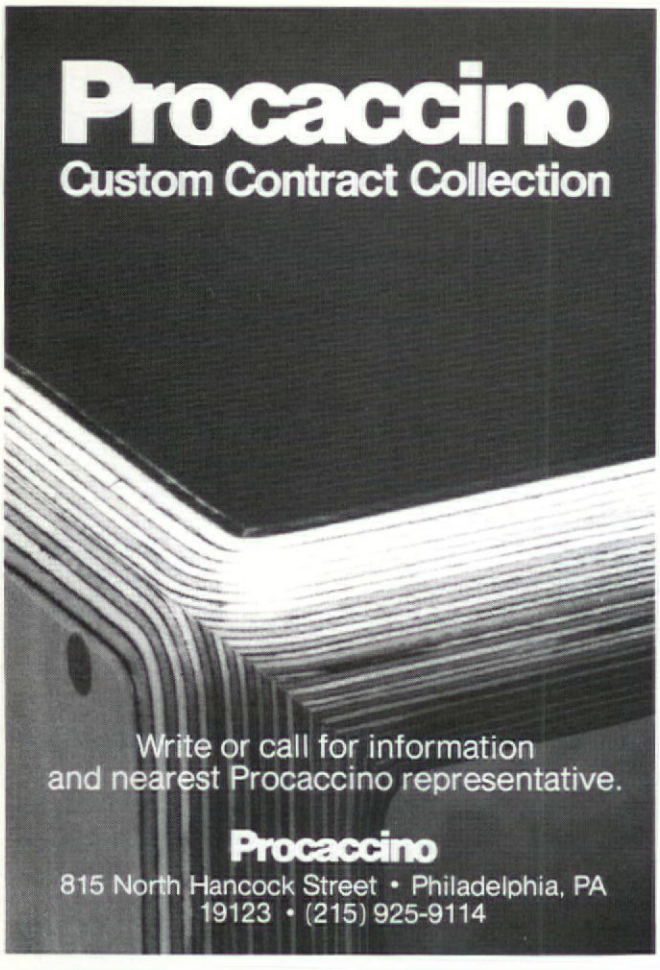
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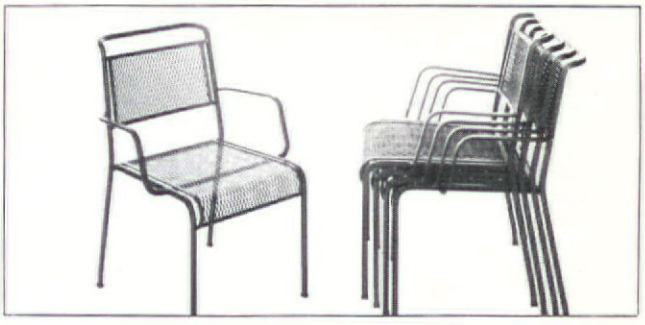
Circle 127 on reader service card





Circle 128 on reader service card

PRODUCTS & SERVICES



STURDY MESH FURNITURE STACKS EASILY

Offered by Molla from its Belmar Group of Alumaloy mesh furniture is this functional stacking dining chair. Seat pad is offered as an option. Matching mesh-top tables are included in the group, all of which are available in a varied selection of colors.

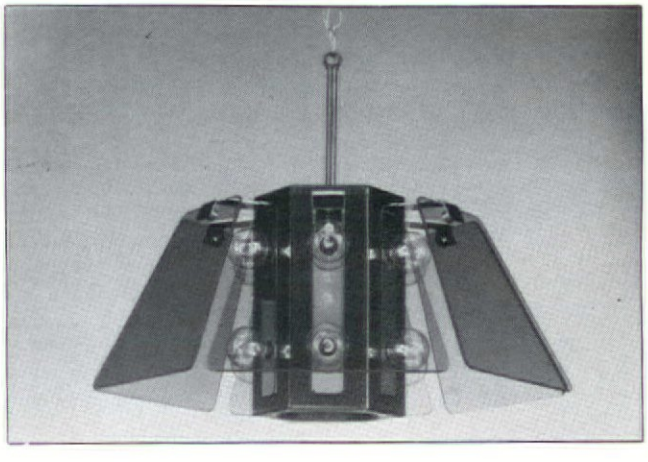
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ROCKERS ARE SPACESAVERS

The 320 Series, part of the Brentwood line of healthcare seating from Lumex, consists of space-saving rockers with orthopedic support. Controlled motion provides mild exercise in rockers constructed of durable hardwood frames with double-doweled joints. Options include high or low-back models, oak or hardwood with walnut finish, and padded arm.

Circle 362 on reader service card



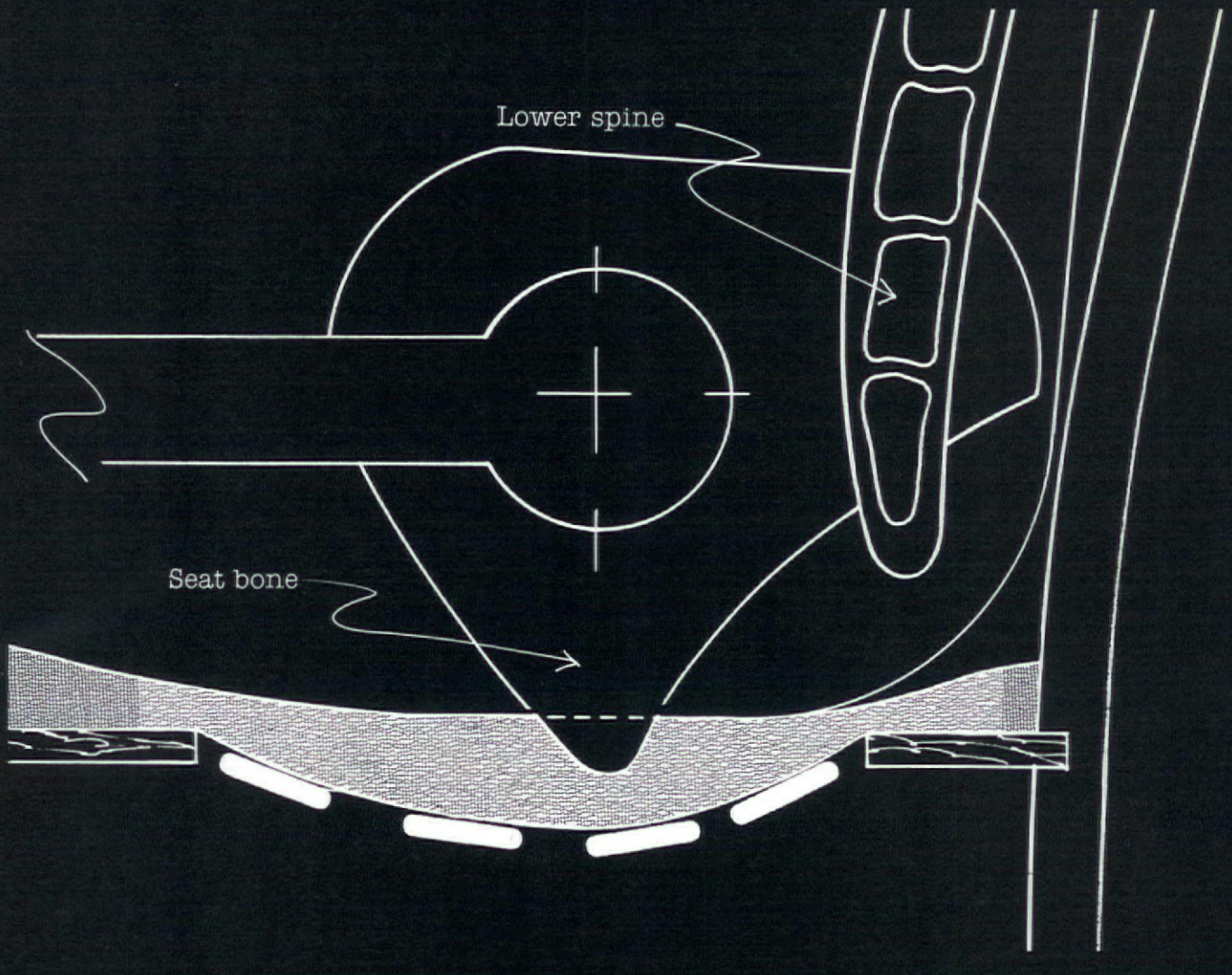


OILED BRONZE LIGHTING COLLECTION BY CALDWELL

John Caldwell has created a series of lighting fixtures designated the Caldwell Collection for Feldman Lighting Company. The group includes an oiled bronze fixture with polished brass highlights and matching solar bronze glass panels. They also are available in oiled bronze and oak, with matching solar bronze panels.

Circle 396 on reader service card

Kay's anatomy.



Lesson 2. Relieve those seat bones with SeKret™ Springs.

Thin-line seating doesn't have to be thin on comfort—not when you can specify Kay's SeKret™ springs.

Since pressure on the seat bones exceeds 100 pounds per square inch, no amount of padding can cushion the load. SeKret springs can.

Placed beneath the foam and under the seat bones, SeKret springs disperse the body weight, so there's no sitting discomfort. When the sitter rises, the chair's thin-line design is immediately restored.



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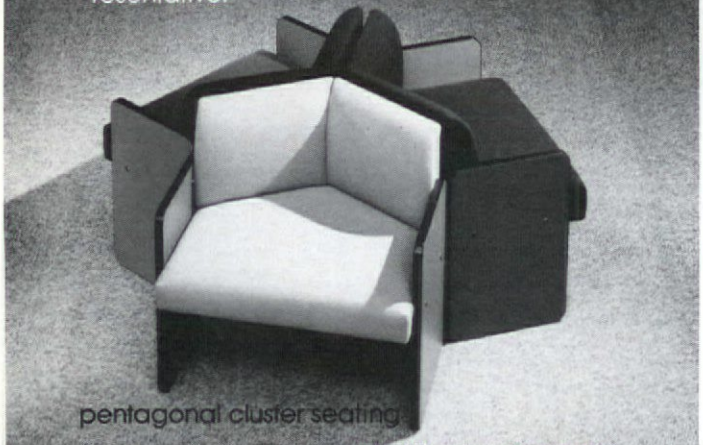
PATENT PENDING

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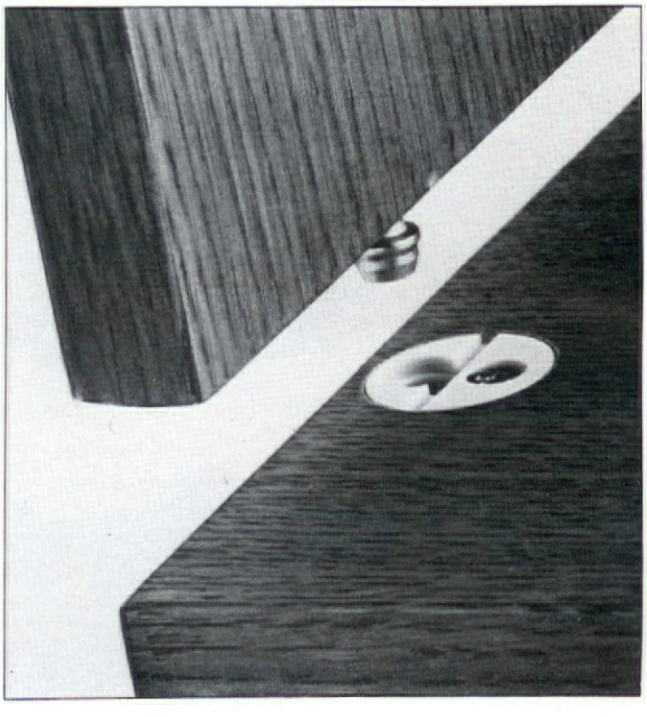
PRODUCTS & SERVICES

TERMINAL DESKS INTERLOCK FOR STABILITY



Cantilevered Space Stations can be used singly or joined with the Interface Locking System for extra stability. Station, from James Metal Products, has been tested to hold 100 lbs. Work surfaces are 27 in. high, and adjustable glides add up to one inch; depths are 24 and 30 inches, and lengths range from 30 to 42 inches.

Circle 393 on reader service card



NEW DRAWER RUNNER SYSTEM ELIMINATES ROLLERS

A new drawer runner system called "Tandem" by Julius Blum Inc., represents a new concept that eliminates traditional rollers. The new roller carriage stays captive in the side trace and rollers have no acle, thus providing silent movement. Lateral rollers eliminate side-to-side movement, even in extremely wide drawers. Both side-to-side and height adjustments can be made.

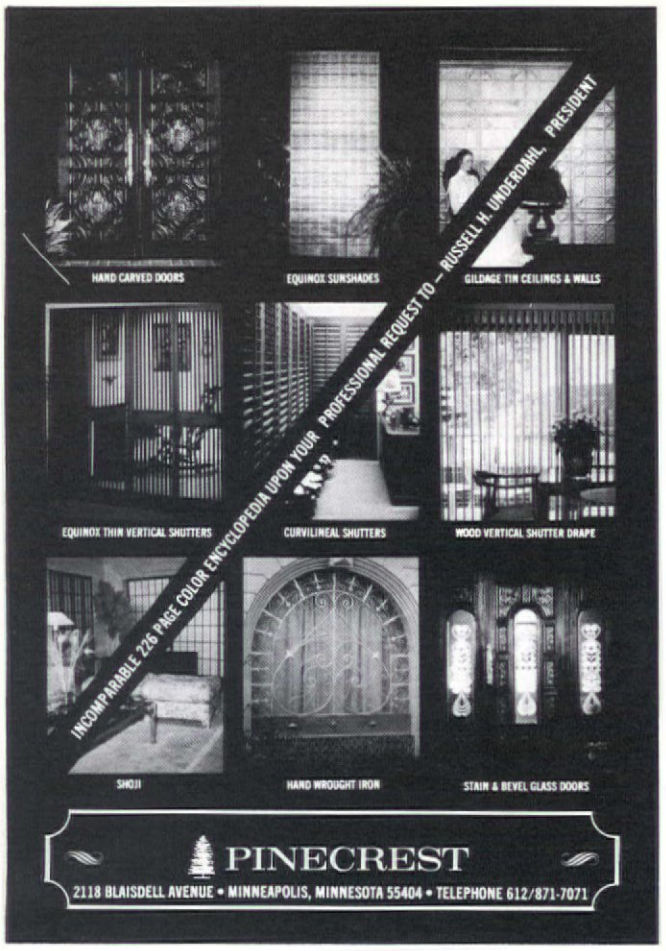
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NEW FIRE RETARDANT, LOW SMOKE PYROTHANE FOAM

A new bedding and seat cushioning foam offers superb fire retardancy, low smoke generation, light weight, and low cost. Developed by the Foam Division of Scott Paper Company, it is called Pyrothane and is said to be priced lower than many commercially available neoprene foams. Density is 4.3 lbs. per cu. ft. It is available in thicknesses up to 10-in. The foam gives superior cushioning.

Circle 395 on reader service card

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THE ART OF INTERIOR PLANTSCAPING

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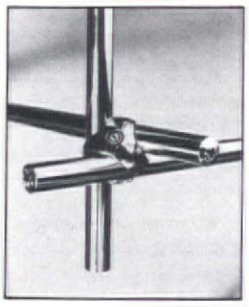
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- **The Corporate Perspective—Use, Need and Availability of Systems** Mrs. Gene Picasso, ATT Long Lines, Bedminister, N.J.
- **Architectural Interiors—Space Programming/Planning** David Chau, Griswold, Heckel & Kelly Associates, Inc., New York, N.Y.
- **Computer-Aided Design Drafting Systems—In-House Use and Turnkey Systems** Manuel T. Urquiza, Cannel-Heumann & Associates, Los Angeles, CA
- **Service Bureau—CADD/FF&E—Furniture and Furniture Manufacturers, Services and Perspective** Gerry Ilowite, Westinghouse Electric Company, Grand Rapids, MI
- **Service Bureau—CADD—Computer-Aided Design/Drafting Service Bureau** Paul Druckman, Master Design Corporation, Morris Plains, N.J.
- **Computer Graphics Systems & Vendors/Products—Costs and Market Use** Carl Machover, Machover Associates Corporation, White Plains, N.Y.
- **Programming/Software Development—Decisions and Implications** Robert Thunelius, Environmental Research & Development Inc., New York, N.Y.
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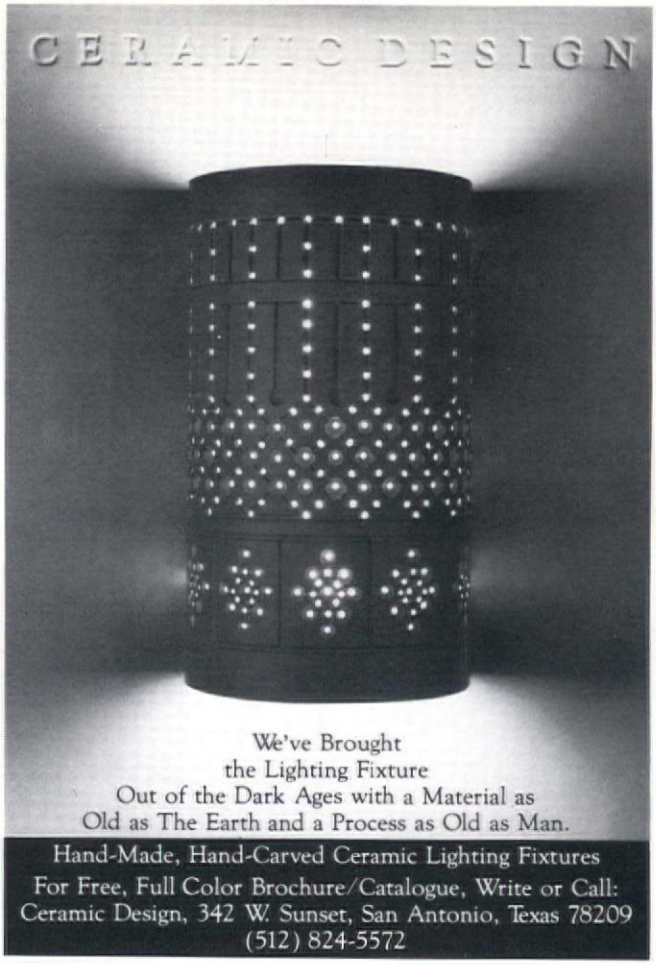
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Circle 140 on reader service card



HIGH-TECH LOOK IN VINYL RUNNER

A new heavy-duty diamond plate vinyl runner with a distinctly high-tech look has been introduced by American Biltrite, Inc. Called Diamon Plates, the runner has exceptional wear characteristics and is ideal for heavy traffic applications, such as ramps and walkways in airports, restaurants, and department stores. It is available in grey, black and brown in widths of 36 in. and 48 in.

Circle 391 on reader service card

INSULATED WALL COVERING REDUCES NOISE LEVELS

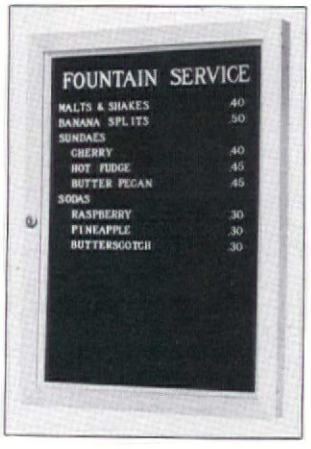
Sempatap, Inc., has introduced a new line of insulated wall covering that also has noise reduction characteristics. While covering all problem walls, the product also reduces noise level in a room. At 2,000 hz., it will absorb 60 percent of unpleasant high frequencies. At 4,000 hz., it absorbs 90 percent. It is porous and allows moist walls to dry out, with no condensation build-up. Mildew cannot occur. The space between Sempatap's polyester surface and the wall is 3/16-in. latex-foam padding.

Circle 392 on reader service card

LETTER BOARD COMES IN VARIETY OF COLORS

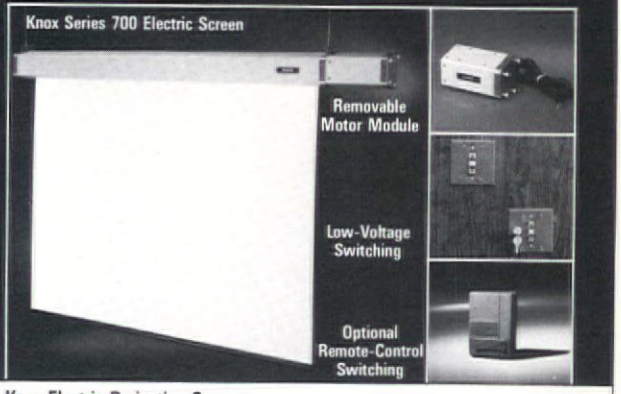
Claridge's changeable letter board has heavy-gauge extruded aluminum frame with satin finish and glass door with flat key tumbler. Unit is equipped with concealed hanger for wall mounting. Letter panels are grooved on ¼-inch centers and are available in four types and a variety of colors and sizes.

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From table lamps to swags, wall models to floor lamps, Challenger can help you illuminate your guestrooms with beautifully styled lamps. Now, more than ever, dependable service and quality construction make all Challenger Lamps a genuine value for the buyer who expects more. Write today for catalogs on our complete lamp line.



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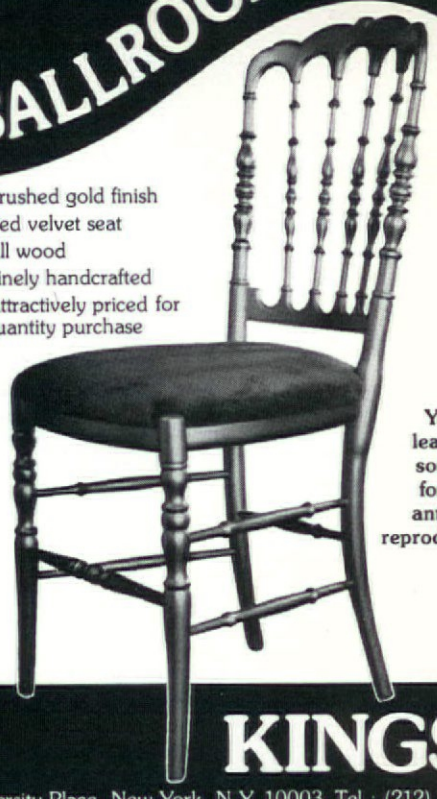
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ANTIQUE REPRODUCTION

BALLROOM CHAIR

- Brushed gold finish
- Red velvet seat
- All wood
- Finely handcrafted
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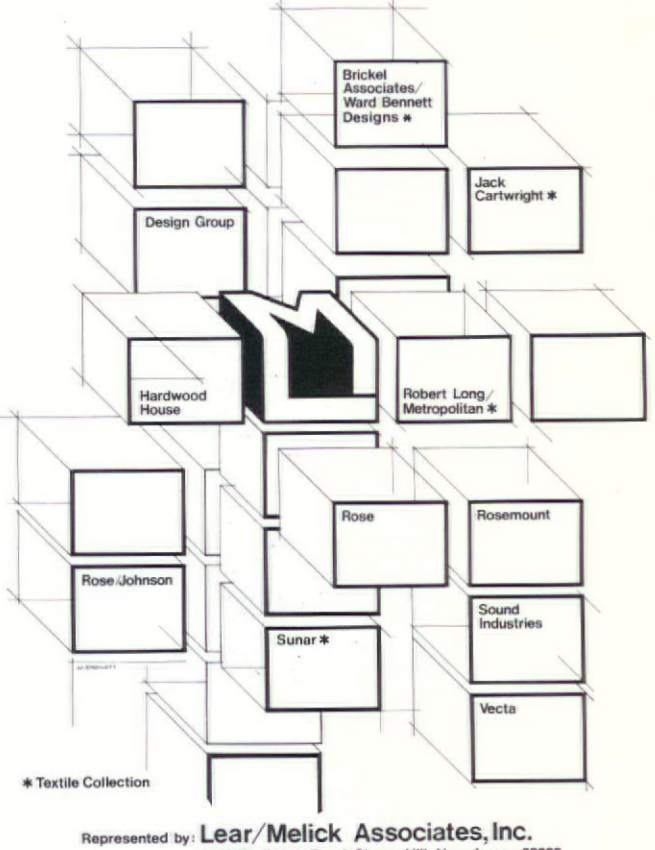
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Available in oxford blue, royal blue, evergreen & black fabric.



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Telephone 609-424-5330/Telex 831-565

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Telephone 202-223-8160

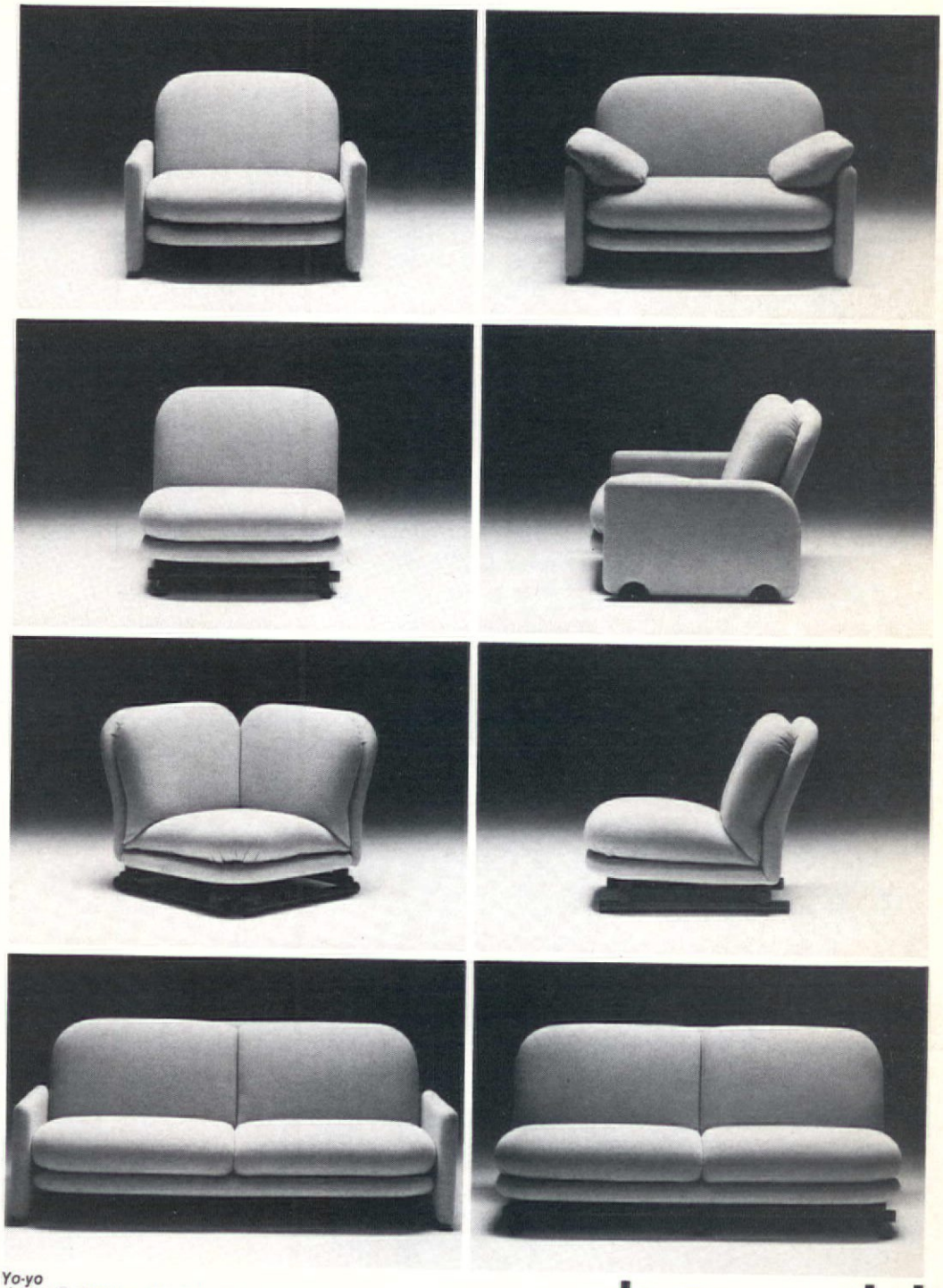
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Yo-yo
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The International Association of Lighting Designers
the Northeast Region of the Illuminating Engineering Society
and the New York Section of the Illuminating Engineering Society
announce:

LIGHTING WORLD INTERNATIONAL

The First Advanced Illumination Exposition & Conference
December 7, 8, 9, 1981
The Sheraton Centre, New York City

Architects, lighting designers and engineers, consulting engineers, electrical contractors, contract and interior designers, and all other specifiers of lighting products and systems are aware of the rapid changes in lighting and control technology, design, and codes. **LIGHTING WORLD INTERNATIONAL** is a comprehensive forum which will keep you abreast of the fast breaking developments in this dynamic field.

PLAN NOW TO ATTEND. SEE...COMPARE...LEARN. BRING YOUR KEY PEOPLE.

- **VISIT** more than one hundred exhibit booths featuring the latest in lighting fixtures, controls, lamps, energy management systems, and accessories.
- **ATTEND** intensive seminars coordinated by the show's sponsoring associations. Industry leaders will cover the hottest technical and design topics of the day.
- **MINGLE** with other top lighting industry professionals at the Lighting World Gala Banquet, the Richard Kelly Scholarship Luncheon, the IES President's Address, the IALD Annual Meeting/Luncheon, the IES Northeast Regional Conference, industry cocktail mixers on the exhibit floor, and guided tours of unique New York City lighting installations.
- **TOUR** New York City in planned groups and on your own. Hundreds of first class hotel rooms have been reserved for **LIGHTING WORLD** visitors in the luxurious Sheraton Centre, right in the heart of New York's major business and recreational areas.

EXHIBITORS AS OF JULY 20, 1981

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SPEAKERS AND THEIR TOPICS

James L. Nuckolls
The Affective Value Of Lighting
Raymond Grenald
Perception And The Manipulation Of Space With Light
Thomas M. Lemons
Selecting Lighting Systems
Alfred O. Scholze
Beyond Task Ambient Lighting
Jules G. Horton
Lighting: For People Or Media?
Lesley Wheel
Lighting Design For The 80's
Clarence Tsung, Kenneth Schmieder, Mike Gilford
Lighting, Energy And Energy Codes
Steven Selkowitz
Daylighting
William Brackett
Illumination Calculations And Computer Programs
Len Corlin, Ken Reuter
Lighting And Wiring For The Open Office Plan
Nathan "Sonny" Sonnenfeld, Roger Morgan, A. Carlton Winkler
Lighting For Theatre And Entertainment
Dorothy Cronheim
Energy Conservation Opportunities In Lighting
Lee Watson
Lighting Design Educational Opportunities
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Color And Illumination

For complete **LIGHTING WORLD** program and costs, registration forms, and hotel reservation forms, use coupon:

Name_____ Title _____

Company _____

Address_____ Phone _____

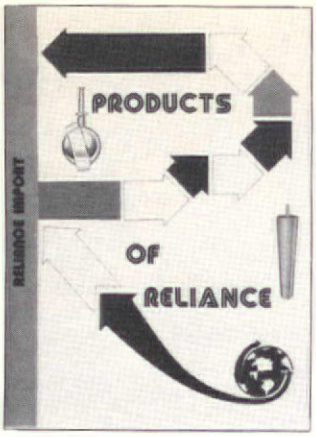
City_____ State_____ Zip _____

Mail To: Robert Weissman, National Expositions Co., Inc.
14 West 40th Street, New York, NY 10018
Telephone: 212/391-9111

Circle 150 on reader service card



Marble Technics



Reliance

A wide variety of French and Italian marbles in the new and useful 6-in. by 6-in. tile size are described in a full-color, 16 page catalog from Marble Technics Ltd. Also available is a permanently bound reference book with real marble sample chips and one full tile. It may be ordered postpaid by sending a check for $12.50 to Marble Technics Ltd., 40 East 58 St., New York, NY 10022.

Circle 407 on reader service card

Casters and legs, together with various components, are illustrated and described in a six-page fold-out brochure from Reliance Import Co. Tabulated data details available finishes, sizes, fittings, and load capacities. Brochure also presents full details on company's Ready-Reserve program, which provides same-day delivery from in-stock inventory.

Circle 408 on reader service card

Ten new additions to the 1981 standard line of decorative Micarta, manufactured by Westinghouse Electric Corp., are featured in a Decorative Laminate Selector Guide. Full-color brochure shows all 101 designs in the Micarta lineup. Guide includes illustrations of practical product application.

Circle 409 on reader service card



Nevins

Aluminum planters, building accessories, coat hook systems, and seating from Nevins Worldwide are among the new lines described and illustrated in the company's new four-part catalog. In-stock aluminum planter range consists of straight edge, incurved lip, low profile desk, and low profile atrium planters, hanging bowls, and pedestal planters.

Circle 410 on reader service card

An audio-visual training program for healthcare professionals is available from Lumex, Inc., manufacturer of healthcare products and seating. The slide program, which focuses on potential accidents and safety hazards in the patient environment, consists of four 10-minute slide modules. Each depicts real life situations, interspersed with lively cartoons. Correct use of non-electrical healthcare equipment is emphasized.

Circle 411 on reader service card

Classic Styling Of Wood– Durability Of Metal

Available in nine designer finishes.

Shipping Points: Factory Stocking Program and Nine National Warehouses



Finishes include:
Custom Powder Coatings, Baked Epoxy, Chrome, Brushed Chrome, *No-tarnish Brass, Designer Brass, Antique Brass, Satin Brass, Bronze, Antique Bronze and Satin Bronze.

*Guaranteed Tarnish-free 5 years.

KDI

For more information contact Michael Goodman, Director of Sales & Marketing.

KDI, Box 310, Belmont, MS 38827 (601) 454-3451

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Circle 152 on reader service card



SEE THE NEW DISPLAY
OF GUEST ROOM
FURNITURE
AND
GET THE STORY
OF
TROUBLE FREE CHAIRS
SEE US IN
BOOTHS 4016-4018-4020

MID-SOUTH CHAIR MFG., INC.

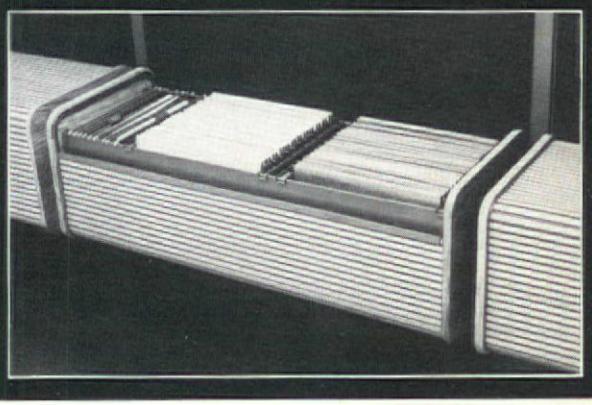
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PACKARD

PRO-FILE®...
THE 360° REVOLUTION IN FILING

Revolving tambours give front or top access, or both. Letter, legal, or E.D.P. size fits any filing mode. Profile is built to handle it. Pro-file® . . . just one part of the Officenter 2000 open plan system of panels, storage, lighting and electricals from Packard. Packard Industries, Inc., 1515 U.S. 31 North, Niles, MI 49120 / Phone: 616/684-2550



CLASSIFIED ADVERTISEMENTS

REPRESENTATIVES WANTED

CONTRACT SALES REPS WANTED: We are a small Plastic Laminate Manufacturer of good quality case goods, motel furniture, cubes, parsons, curved shapes in laminates, store fixtures, displays, counters and table tops. Will bid anything. Top commissions paid. We have only a few reps now. Territories wide open. Contact Larry Taren at Modern Plastics, 152 Horton St., Wilkes-Barre, PA. 18702, (717) 822-1124.

SALES REPS—SEATING—Independent manufacturer making private label health care chairs for large health care companies is committed to expanding its sales base. Emphasizing the nursing home market—patient, visitors, dining and lobby/reception area seating. Currently looking for commission sales representation in all territories. Central geographical location allows for nationwide shipping. Interested parties should send background resume to Box 159, CONTRACT, 1515 Broadway, New York, NY 10036. All inquiries confidential. EEOC

CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

MANUFACTURER'S REPRESENTATIVES WANTED FOR PROFITABLE LUMINOUS CEILING LINE (Individuals or companies). A few selected territories are available nationwide. You must be oriented toward calling on architects and interior designers to develop specifications and sales. A background in design is helpful. Send full resume. Box 164, CONTRACT, 1515 Broadway, New York, NY 10036.

MAJOR MANUFACTURER OF CONTRACT SEATING seeks established rep. Nationally known extensive line is now available for the territory of North Dakota, South Dakota and Minnesota. Reply to Box 166, CONTRACT, 1515 Broadway, New York, NY 10036.

BUSINESS OPPORTUNITIES

SHARE IN FIBER-SEAL'S BRIGHT FUTURE—Principals needed for a few remaining areas where our exclusive fabric care "soft surfaces management" system is not yet established. Rapidly accelerating ten-year growth experience in U.S. and world-wide. Quality-oriented residential and contract clientele. Closely associated with professional interior design and architectural field. Entrepreneurial or owner-operated applications invited. Contact Tom Battles, AIA, Exec. Vice-Pres.; FIBER-SEAL International, Inc.; 11714 Forest Central; Dallas, TX 75243; (214)349-8374.

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CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $47.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

HELP WANTED

MANAGEMENT OPPORTUNITIES ($30-$100,000)—20 yrs. exp. in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: FRED ROSE, Contract Dept., COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. 312/263-1119.

INTERIOR DESIGN CO-ORDINATOR—In house permanent position with established national financial and development firm headquartered in Sarasota, Florida. Must have extensive experience and knowledge of commercial/contract procedures and sources. Responsibilities include selecting suitable design firms and liaison work with architect, builder, designer and corporate owners. Good communication skills essential. Salary commensurate with experience. Send resume to Penner Financial Group, 500 John Ringling Blvd., Sarasota, FL 33577.

EXECUTIVE DIRECTOR

Major U.S. Upholstery Corporation in the furniture and automotive trade is looking to enter Contract Fabric Market.

Candidate should have Marketing and Sales background, with product development skills.

Compensation commensurate with experience.

Please send resume to:

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CONTRACT
1515 Broadway
New York, NY 10036

HELP WANTED

WANTED: DEALER SALES MANAGER—Experience in systems, design, corporate sales. One of North New Jersey's most successful office furniture companies. Need aggressive, experienced producer looking for a growth opportunity in an established market. Let's talk. Box 161, CONTRACT, 1515 Broadway, New York, NY 10036.

URGENT NEED CONTRACT OFFICE FURNITURE SALES SPECIALIST

TO COVER DALLAS-FORT WORTH METROPLEX AREA. Must be capable of writing and servicing one to two million annually in business contract interior and outside sales experience required. Design experience preferable, but not necessary. Must be aggressive, ambitious, well-organized, neat in appearance and capable of earning $75,000. to $100,000. annually. Excellent fringe benefits, with well-established company. Organization is progressive and has big plans for the future. This business potential in this area is just plain exciting! Send resume and job portfolio to:

Box 162
CONTRACT
1515 Broadway
New York, NY 10036

FURNITURE INSTALLATION SALESMEN NEEDED who have background in the installation of open-plan systems. Area N. Y. C. — Conn. — New Jersey. Elgem Sales & Service. (212) 338-9500.

COMMERCIAL SALES SPECIALIST - Prestigious Wallcovering Manufacturer requires experienced salesperson with strong background and current knowledge of Contract Market - particularly in New York Area. Must be capable of input toward development of a professional Marketing Program. Send resume to Box 163, CONTRACT, 1515 Broadway, New York, NY 10036.

NO MORE BLIND ADS! If you are apprehensive about applying to blind ads for fear of jeopardizing your present position, you would welcome the talents of **STERN AND ASSOCIATES.** We offer you the opportunity to be kept abreast of what's happening in the Contract Furnishings Industry by keeping your name and accomplishments in the eyes of those manufacturers who need bright, competent people. We have established confidential portfolios on many key personnel within the Contract Furnishings Industry. Therefore, if you want to be kept aware of what's available; in confidence, please write or call: Stern and Associates, 3772 Merchandise Mart, Chicago, IL 60654 (312) 527-0797.

HELP WANTED

FURNITURE INDUSTRY PLACEMENT SPECIALIST-DAN LEVY specializes in the placement of people in the wood-working and Contract Furniture industry. Dan's the man to see whether you are looking for that next career move or for that "Mr. Right" to fill an opening with your company. DAN LEVY, MANAGEMENT RECRUITERS, 16133 Ventura Boulevard, Encino, California 91436 (213) 986-6300.

INDEPENDENT AGENT to work with Distributors for a National Wallcovering Concern. Straight commission. Reply to Box 156, CONTRACT, 1515 Broadway, New York, NY 10036.

TWO POSITIONS TEACHING INTERIOR DESIGN—Tenure Track, beginning January or August 1982. Rank open, salary competitive, M.S., M.F.A., or Ph.D. Teaching and professional experience expected. Excellent administrative support and facilities. Near Chicago, Indianapolis and Design Markets. Send resume, recommendations to: James R. Avery, Director, Environmental Design Center, Purdue University, 523 Russell Street, West Lafayette, IN 47906. AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

FOR SALE

FOR SALE—Office Furniture Factory located in Toronto with: Metal Fabrication, Polishing, Chrome and Brass Plating Line, as well as Upholstery, situated under the same roof. Space area 55,000 sq. ft. Partnership not excluded. Reply to Box 145, CONTRACT, 1515 Broadway, New York, NY 10036.

LINES WANTED

MFG. REPRESENTATIVES, well qualified calling on top Hotel-Motel Health Care Accounts. Seeking line or lines. Have Showroom Space next to Merchandise Mart, Chicago. Reply to Box 165, CONTRACT, 1515 Broadway, New York, NY 10036.

LINES WANTED by aggressive and experienced manufacturing representatives group with excellent reputation. Presently working with contract specifiers and office furniture dealers in the New England Area. Seeking a designer line of case goods and seating. Reply to: C & I Sales, Inc., P.O. Box 853, East Longmeadow, MA 01028, 413/525-7680.

WE ARE METRO NY/NJ CONN. top sales reps to specifiers & dealers looking for contract lines. Please contact G.C.C., P.O. Box 121, Closter, NJ 07624.

MOVING WEST—Hard hitting professional independent rep. Moving to California. A Specialist in Contract Furniture, office systems and furnishings. Calling on Architects, designers and users. Also has unique ability to work with dealers and various institutions. Desires lines for Western States. Contact Box 126, CONTRACT, 1515 Broadway, New York, NY 10036.

NEW ENGLAND MANUFACTURERS REPRESENTATIVE AVAILABLE—25 years of diversified sales experience. Seeking progressive companies with integrity and a commitment towards servicing its customers. Concentration of efforts in Healthcare, Schools/University, Hotel-Motel and Professional Office Markets. All Principals will be assured total product exposure to Architect, Designer and Dealer Communities. Box 158, CONTRACT, 1515 Broadway, New York, NY 10036.

MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

SITUATIONS WANTED

PARTNERSHIP-PRINCIPAL—Extensive experience in all aspects of Interior Design Business. Top Professional seeking opportunity of responsibility on challenging projects. Presently-Pres. & Gen. Mgr. of mid size professional firm, Formerly-Mgr. Corporate Facility Space Planning & Interior Design Group & Chief Interior Designer for large Architect's firm. Highly experienced in admin., sales, fee's, design, production, supervision, etc. Exceptional credentials. Reply P.O. Box 504-Westport Conn. 06880

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The Marketplace

. . . Where Your Classified Ad reaches over 27,500 industry "pros" . . .

This high-reader-traffic section is a marketplace for you to fill an important position in your company, to find a new career opportunity for yourself, find salesmen, reps or lines wanted, business for sale and any used or odd-lot products or closeouts for sale on a one-time basis.

THE MARKETPLACE offers you an audience of over 27,500 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

DEADLINE: First of the preceding month

RATES: $47 per column inch (approximately 37 characters to a line. 7 lines per inch). All copy is pub set at no charge. For blind box number, please add $5.00

REGULATIONS: Classified Ads may not be used for extensive product descriptions; customer solicitations; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising.

To place your ad in **THE MARKETPLACE,** just fill out the coupon below, enclose a check for the full amount, and mail to:

Classified Ad Manager
CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next _____ issue(s) of CONTRACT.
I am enclosing a check for $_____ ☐ This includes $5.00 for a blind box number.

Name & Title _____
Organization _____
Address _____
City/State/Zip _____
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Check Heading Under Which Ad is to Appear

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Circle 450 on reader service card

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Eldon Office Prods.	69	84
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